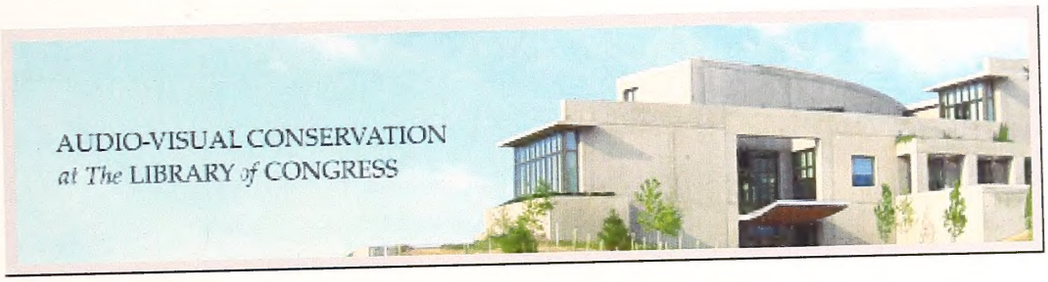

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JAN -6 1940
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SHOWMEN'S MOTION PICTURE Trade Review

FILE

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Earl of Chicago
The Fighting 69th
Abe Lincoln in Illinois
Brother Rat and a Baby
Shop Around the Corner
Granny Get Your Gun
His Girl Friday
High School

January 6, 1940
Vol. 31 No. 24

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In This Issue

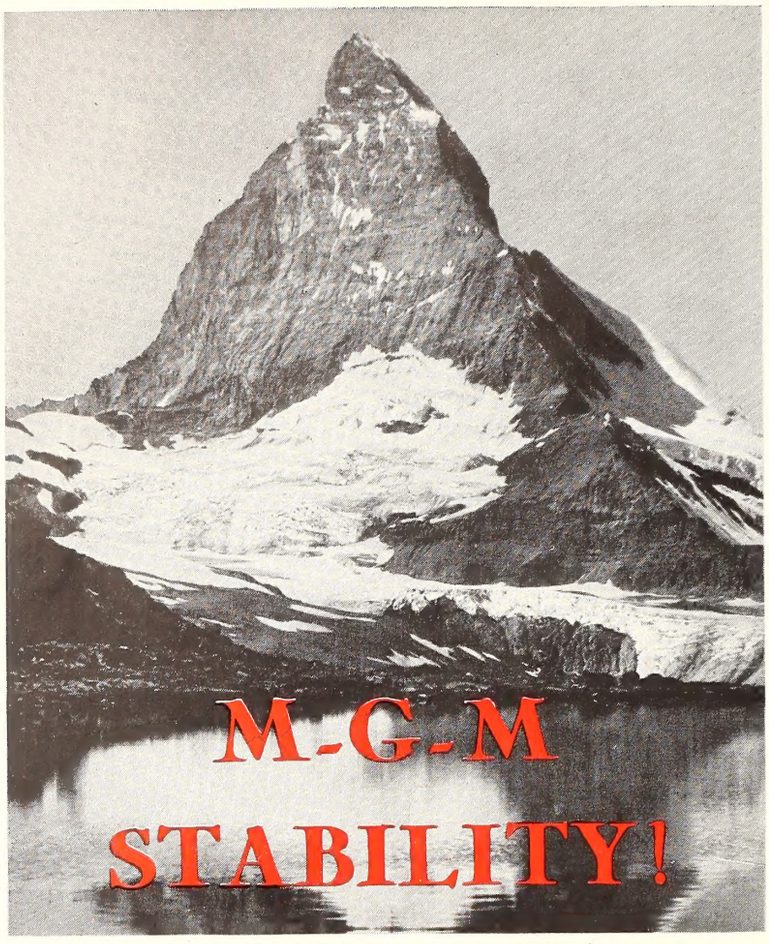
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The Bulletin Board—Literature Bureau

PN1993
.S55



The mountain will be there tomorrow!

It is a comforting thought in these uncertain times to find the leader of the motion picture industry serenely stable, solidly strong, thankfully capable of assuring continued security and prosperity to its thousands of friendly customers.

With justifiable pride M-G-M points to these year-end surveys of the trade publications, the accumulated vote of exhibitors from coast to coast. Watch for more surveys.

FIRST IN HITS!

Thirty percent of all the industry's Box-Office Champions in the last 10 years are M-G-M *(Quigley Publications' Annual Poll.)* M-G-M was the Box-Office leader again in the past year *(Box-Office Magazine's Report, Quigley Publications' Poll and others.)*

FIRST IN STARS!

M-G-M leads all companies in Box-Office Stars *(Box-Office Magazine's Report.)* M-G-M gets 1st place and leads with 3 out of the first 4 top-money stars *(Quigley Publications' Annual Poll.)*

The current season has set a new hit record, even for M-G-M. Completed productions and others in the making assure continued happiness at your box-office. Your security is our responsibility and to that we pledge ourselves anew. **THE FRIENDLY COMPANY.**

The Editorial Page

In The Stretch

As Congress convenes in Washington the opponents of the Neely Bill are rallying their forces for the final drive to defeat the bill.

It is sad to observe that they are doing now what they should have done a year ago. Namely; to intelligently rally exhibitor support in their fight against the bill. Whether, at this late hour, they will be able to make a showing sufficiently impressive to convince the lawmakers to vote against the bill, remains to be seen.

Originally, while the supporters of the bill were successfully lining up their forces for the measure the opponents seemed to prefer a campaign of propaganda. As a result, many Congressmen and Senators received letters and wires on behalf of the bill and few against it. If, at the same time, several thousand exhibitors had been encouraged to express themselves against the bill the present status might have been different.

We know from our own annual survey that more independents are against the bill than for it, but no one had seen fit to contact them personally and get their support. Not being heard from individually must have left the very definite impression on many of the lawmakers that most exhibitors were for it.

We hope that the campaign from now on will be handled as it should have been from the start; through an expression direct from exhibitors. Organization or group expressions will hardly carry weight at this stage of the battle.

△ △ △

Observations

Encouraged by the volume and consistency of stronger box office product, exhibitors are looking ahead to brisk business for the balance of the current season and until the warmer weather starts slowing up business.

Even more encouraging is the apparent revival of showmanship through the medium of stronger show-selling activity by theatremen all over the country. For years this form of activity has been so indifferent as to actually hurt receipts. And for some strange reason most of the theatremen seemed inclined to let things coast along as they were, hopeful that the upswing would come about by itself. They are finally coming to the realization that good product plus good show-selling go hand-in-hand. The results at the box offices are speaking eloquently.

ASCAP won a victory in Nebraska but it should not shut its eyes to the fact that resentment against it is increasing by leaps and bounds. Even if the state of Nebraska loses again in its appeal to the high court, the fact remains that the pendulum is swinging in opposition to this form of tribute. After all, so far as theatres are concerned, the Society, in our opinion, has no right to charge the theatres a seat tax for playing copyrighted music over which they have no control whatsoever. The studios pay ASCAP in the first place and that should be enough. It smells too much like a form of racket the country has been purging itself of recently.

State legislatures are beginning to convene in many states. Exhibitor watchfulness should also awaken at the same time and a close and careful watch established to make certain that no surprise legislation is enacted that can prove expensive or detrimental to the theatres. The lawmakers are ever on the lookout for more taxes and revenue and theatres have always been a vulnerable spot for them to tackle. Be careful, not sorry.

△ △ △

An Accessory Exchange

There is much merit to the currently announced plan to establish a central office in each exchange center where exhibitors can obtain all of their accessories from posters and displays to trailers.

If the plan works out as expected it will not only prove a blessing to the exhibitor in time-saving but possibly also in annual costs for these essentials to operation.

We hope, both for the sake of the plan as well as for the exhibitor, that all the companies will participate so that it will have a fair trial to prove the effectiveness of the idea as we see it at this writing.

△ △ △

The Annual Report

The second section of next week's issue of STR will be our annual, "Leaders of the Motion Picture Industry."

We can say without fear of contradiction that this particular annual is not only original but unique in many respects and covers territory and material not found in any other annual.

Through your copy of the Leaders you will see at a glance many pertinent facts and figures, all painstakingly prepared and presented for illuminating and quick reference. The pictures that registered profitably at the box office, the producers, directors and stars who were involved in their production, in fact, every detail pointing to an accurate and authentic listing of all the leaders in the various phases of your product will be found faithfully catalogued as your source of information about each company's product.

We respectfully invite your careful inspection of next week's issue.

—"CHICK" LEWIS

WB TO RELEASE GOLDWYN PIC

"The Westerner" 1st of a Few Outside Pix For Warners in 1940

Warner Bros. has concluded a contract with Samuel Goldwyn for the release of the latter's forthcoming picture, "The Westerner". At the same time, it was announced that Warner Bros. was gearing its organization to handle a few outside pictures every year. The company recently announced the complete elimination of its "B" unit and the latest announcement presages a cut in Warner production plans as well.

Goldwyn, according to United Artists, has an exclusive contract with the latter to distribute all of the pictures he makes until 1945. Any move to distribute his pictures elsewhere would be met by legal action according to United Artists. Goldwyn is a part owner of UA.

Allied Directors Will Meet This Month

Whether National Allied's annual board of directors meeting would be held Jan. 17-18 or Jan. 24-25 was expected to be definitely decided sometime this week. Sessions, in either event, will be held in Washington. Among important matters for discussion will be the election of officers and selection of a convention city.

Exhibs Against Neely Bill May March

Reported to be in the formulative stage is a virtual "march on Washington" by between 3,000 and 4,000 exhibitors from all parts of the country in protest against the Neely Bill. Following this revelation, Max A. Cohen, head of New York Allied, expressed his willingness to debate the Neely measure with any legislator, exhibitor or distributor.

RKO, "U" Accessories to NSS

Two or Three More Deals to Be Announced Soon Covering All Advertising Materials

Universal and RKO have both closed deals with National Screen Service for distribution of all of their accessories through National's new subsidiary company, Advertising Accessories, Inc., it was announced this week. In addition, two or three more companies will conclude contracts for accessory distribution within a short time, Charles Casanave, vice-president and general manager of Advertising Accessories, Inc., announced. A deal with Paramount was announced last week.

The new contracts, like that with Paramount, include the exclusive right to handle trailers, standard accessories and special accessories. Press books and newspaper ad mats will be handled by Advertising Accessories. The original layouts and visuals for all paper will be handled by the individual companies but the actual production and distribution of it will be done by Advertising Accessories. They will be strictly on a rental basis.

As much of the personnel as possible will be absorbed by Advertising Accessories, Inc. Whatever is unabsorbed will be taken by the various companies, it is said.

The material will be handled by Advertising Accessories, Inc. in each of the 31 exchange centers. In those exchanges where National Screen Service has no office at present, the Paramount exchange will be used temporarily. These are Albany, Buffalo, New Haven, Pittsburgh, Cincinnati, Salt Lake City, Indianapolis, Milwaukee and Portland.

(Fuller details of how the plan will work will be found on page 17)

Gee! Free Coffee!

Four features—"What a Life," "Jamaica Inn," "A Day at the Circus" and "Intermezzo"—and coffee on the house were offered patrons of the Lane Theatre, 181st Street, New Year's Eve. Admission was 35c.

EDINGTON NAMED RKO PRODUCER

Succeeds Berman, Who Goes To MGM Feb. 1

Ending all speculation, President George J. Schaefer last week announced the appointment of Harry Edington as executive producer of RKO Radio to succeed Pandro S. Berman. Edington will be responsible for, and will be in charge of all the more important pictures to be made by RKO in Hollywood.

Schaefer added that Lee Marcus would continue as executive producer in charge of the balance of RKO's program. J. J. Nolan continues as assistant to the president, in charge of all studio operations.

This week it was announced that Berman would join MGM Feb. 1 on a 3-year deal as a producer. The former RKO studio chief stated that it had been his ultimate ambition to be with MGM.

Theatre Tele 1940 Prospect

RCA's Announcement Indicates Lively Race in Large-Screen Market

Introduction of "improved projection of large screen television images, of a size adequate for theatre presentation," will be made by RCA during 1940, it was announced this week by RCA President David Sarnoff.

That RCA is preparing to develop the theatrical television field is a disclosure of paramount importance to the industry. The Federal Communications Commission's approval of limited commercialization is virtually assured, following public hearings on its television committee's recommendations which begin Jan. 15.

Besides RCA, other companies, including General Electric and DuPont, have been working quietly for some time on large screen television. RCA's announcement presages a lively race.

Baird television, which suffered a standstill in the United Kingdom because of the war, is again said to be considering the possibilities of the American market.

Sarnoff pointed to a second important television development scheduled for demonstration next year, that of television relay stations using frequencies of 500 megacycles and up which, according to Sarnoff, is the forerunner of a television network.

Hammons Prepares To Revitalize GN

E. W. Hammons, Grand National president, apparently assured that the RFC loan will be forthcoming sometime this week, is moving to restore activity in his organization. The first move, it is expected, will be the closing of two or more production deals with producers who are said to be ready to go on word from Hammons that re-financing is complete. Another move will be the acquisition of several completed independently-made features. Simultaneously, re-building of the sales force is expected to get under way. One picture for GN release will be made in the East, it is understood.

MacIntyre on Trip

On behalf of the Ned Depinet Drive, Herb MacIntyre, captain of the campaign, left this week on a trip which will take him to 38 exchange centers in the U. S. and Canada.

FILM LAWS UP IN N. Y.

Legislature To Get Several Bills

A number of bills affecting films may be passed with legislatures of a number of states as well as the Federal Congress convening this week. Chief item of interest in Congress is the possibility of either a repeal of the Federal Admissions tax or a lowering of the present exemption of 10 cents.

In New York State a move to legalize Bingo is set for introduction. Exhibitor interests will oppose the measure, it was said. Once again the Crews Bill requiring two men in every motion picture booth will be introduced. This measure, consistently fought by exhibitors has been passed by the Assembly several times but never passed by both houses. Another bill affecting theatres would eliminate or license billboards and still another is the possibility of a statewide sales tax.

Hold Neely Bill Mass Meet at Astor Hotel

With a generous representation from the equipment and other branches of the industry but only a fairly large crowd, a Neely Bill mass meeting was held Wednesday at the Hotel Astor. Aside from two or three non-exhibitor suggestions from the floor, the meeting was unenthusiastic and lacking in anything constructive for the fight against the measure.

Beano Resumes

Springfield, Mass. — Discontinued during the holiday season, Beano licenses will be issued for operation of games.

SHOWMEN'S
MOTION PICTURE
Trade Review
Vol. 31, No. 24 Jan. 6, 1940
Title and Trade Mark Reg. U. S. Pat. Off.

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Showmen's Trade Review is published weekly by Showmen's Trade Review, Inc. Publication office, 34 North Crystal St., East Stroudsburg, Pa. Editorial and advertising offices, 1501 Broadway, New York City. Tel.: Bryant 9-5606. Subscription price in the United States and Canada, $2.00 per year. Foreign, $5.00 per year. Single copies, ten cents. Subscribers should remit with order. All contents copyrighted 1940.

NOTICE TO THE TRADE!

"GONE WITH THE WIND"

will be shown everywhere exactly as it was shown in its World Premiere in Atlanta. There has never been any intention of cutting the picture following Atlanta.

Wins First Prize



Bernie Kreisler, Universal's Washington branch manager, has been adjudged winner of first prize of $1500 and a two-week Hollywood trip in the "Exhibitor-Sponsored Testimonial to U." Here he is at the recent premiere of "First Love," with Eddie Cantor cutting the ribbon.

Chas. Mintz Dies

Hollywood — Funeral services for Charles Mintz, veteran cartoon producer who died last weekend, were held here this week. Mintz was well known as the maker of Scrappy, Krazy Kat and other cartoons for Columbia.

Records Fall As Huge Mobs Welcome New Year at Movies

Several Houses Establish All-Time Highs For a Single Day's Business

The New Year saw all records fall for business on Broadway with generally good business throughout the country. With night clubs closed in many cities because of New Year's Eve falling on a Sunday, pictures did a phenomenal business at top tariffs. Revenues last Sunday were estimated at 20 per cent above 1938.

An all-time high record was established for a single day's business at the Music Hall with "Hunchback of Notre Dame" as the screen attraction. The Sunday scale of prices plus an extra New Year's Eve show was responsible. The same picture was reported as doing top business in Hartford, Montreal, Fort Wayne, Chicago, Cincinnati, Boston, Providence.

Another high record was set at the Roxy with "Swanee River" as the screen attraction. Forty thousand people crammed the house in a single day. The Paramount, showing "Gulliver's Travels" also broke its house record and as a result, the picture will be held for an indefinite run.

At the Strand "Four Wives" did capacity business over the weekend and is being held for a third week. "The Light That Failed" at the Rivoli likewise looks entrenched for a long run as a result of capacity business.

"Gone With The Wind" packed both the Capitol and Astor Theatres to capacity with the combined gross of the two houses registering over $100,000 in one week. Similarly high records were established in Atlanta, Boston, Cincinnati, Reading and Harrisburg.





URGES SHIRLEY REMAIN OFF AIR

After tossing a few bouquets for her performance for charity, Pete Wood, secretary of the Independent Theatre Owners of Ohio, last week addressed an open letter to Shirley Temple under the heading, "And a Little Child Shall Lead Them," in which he wondered "if you and the other stars have any conception of the irreparable harm that these broadcasts bring to the theatre owners of the country?"

"The other stars may but you, on account of your age, may not," he continued. He pointed out that on the same day theatres played her pictures, ads announcing her appearance on the Gulf air program, appeared "in scores of newspapers throughout the country urging moviegoers to stay at home to listen to a radio program headed by the star whose picture, in many, many instances, has been sold to the theatre owners on a percentage basis."

He admitted it would be hard for Shirley to believe that leaders of the industry would permit this, "but it would seem that, in this business, leadership is measured by the amount of the weekly pay check instead of intelligence."

UA To Distribute Roosevelt Films

James Roosevelt closed a deal this week with United Artists for distribution of all of the pictures to be made by his newly formed Globe Productions. He starts production of "The Bat" in April. The deal caused speculation because Samuel Goldwyn, with whom Roosevelt has been associated has just broken his contract with UA, of which he is part owner.



We hear that many a person, without preliminary vocal warming-up, with fitting build-up of the spirits the season calls for, intoned songs to departing 1939 without tears in their eyes. The Troublesome Thirties have run their way out. The Troublesome Thirties brought their share of miseries to dump into the lap of the film industry. They put a period to the Golden Age of this as well as other businesses; brought on their receiverships to big companies that happily have since emerged from the 77-B's even if during the time there were plenty of "B's" coming out from the studios; they saw an idea that was old New England—the double feature—spread to theatres in all corners of this land; the bank nights; that floperoo of a "greatest year" campaign; the clownish publicity gag of a theatre men's organization which attacked as "Box Office Poison", star personalities, in which millions were invested; the growth of the free show; crystallization of an idea from within to have the industry regulated from without by legislation—but enought of dwelling on headaches. There's another side to the picture of picture business, and the Troublesome Thirties were by no means all on the seamy side.

There was another side. It was bright with accomplishment that will mean lots to the future of pictures. It brought forth development of a man-power in production, distribution and exhibition that measures up with the best in any field; technical improvements that have made mere "talkies" motion pictures with speech and sound; theatre equipment that excels the best of the past by far; popularization of a greater number of screen personalities; such pictures as "Cimarron," "Grand Hotel," "Cavalcade," "It Happened One Night," "Mutiny on the Bounty," "The Great Ziegfeld," "Life of Emile Zola," "You Can't Take it With You," "Snow White," "Jesse James," "Gone With the Wind," and many others that unquestionably rise superior to the best made before the Troublesome Thirties crashed into a crashing world.

Court Denies Writ Pleas in Reorg. Case

Washington—Petitions for writs of certiorari in the two cases involving RKO reorganization proceedings were denied this week by the U. S. Supreme Court. Cassel vs. RKO and Stirn vs. Atlas Corp., were the cases the court declined to review.

Important Dates

Jan. 6-7: Columbia mideast sales meet, Washington.
Jan. 13-14: Columbia midwest and central sales meet, Chicago.
Jan. 17-18: Columbia southern sales meet, Dallas.
Jan. 18: MPTO of Virginia convention, John Marshall Hotel, Richmond.
Jan. 27-28: Columbia western sales meet, San Francisco.
Jan. 28: Actors Fund of America benefit, Winter Garden.

Selling the Picture

FOR BETTER SHOW SELLING

Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Beau Geste	Sept. 16
Charlie McCarthy, Detective	Dec. 23
Destry Rides Again	Dec. 16
Earl of Chicago	This Issue
Eternally Yours	Oct. 14
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Golden Boy	Sept. 2
Great Victor Herbert	Dec. 23
Honeymoon In Bali	Sept. 30
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
Intermezzo, A Love Story	Sept. 23
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Mutiny in the Big House	Sept. 30
Ninotchka	Nov. 4
Nurse Edith Cavell	Sept. 30
Old Maid	Sept. 2
Rains Came	Sept. 16
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	This Issue
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
Thunder Afloat	Sept. 23
U-Boat 29	Oct. 7
Under-Pup	Sept. 9
Women, The	Sept. 9

Barry Places One-Sheet in High School in "Iron Mask" Campaign

The unusual sight of a one-sheet advertising a picture in the quiet halls of a high school was the stunt pulled by Manager Richard Barry, Capitol Theatre, Chicago. The picture was the historical film, "The Man In The Iron Mask." A special lobby display was also erected, composed of a stage platform and parallel placed between the background and front of one of the regular lobby displays. Figures of all the characters from the picture were cut out from stills and backed with compo board. These were arranged around the paper maché iron mask and two crossed foils. Inside the iron mask was the speaker from a miniature p.a. system. An usher sat in the ushers room behind the display and read selected copy, the sound, of course, coming from the iron mask.

Tieup with Edith Cavell Post

The Edith Cavell Post of Veterans of Foreign Wars, which is the only English Canadian Post in America, made a special announcement regarding the showing of "Susannah of the Mounties" at the Cosmo Theatre in Chicago, so reports John Maloney, manager. The picture deals directly with the Northwest Canada and her mounties.

New Amateur Show Angle

Willie Wolf has found a new angle on the handling of an amateur talent contest in Philadelphia. Instead of giving weekly prizes, he decided to stage six weeks of eliminations and to distribute the combined weekly prizes on the seventh week. By having this series of eliminations most of the contestants and their followers came to the finals as they were interested in the outcome. This method guaranteed seven Fridays of good biz.

Money Dates

FEBRUARY

4th

NATIONAL DRAMA WEEK. Sponsored by the Drama League, c/o Mrs. Samuel Newton, 1125 Park Ave., New York City. Although this celebration concerns the stage chiefly, you can cash in on some of the publicity since your theatre is probably the lone stronghold of the drama in your town.

6th

MASSACHUSETTS JOINED THE UNION, 1788. Theatres in the Bay State should cooperate in any observances of this occasion.

SHROVE TUESDAY. Observed as Mardi Gras in Alabama, Florida and Louisiana. There are big doings in most places on this date which is the day before the beginning of Lent. With this in mind, you should be prepared with an especially good show. If possible join in on the Mardi Gras celebrations.

7th

ASH WEDNESDAY. Lent begins today. You'll have to be on your toes to garner business for the next 40 days, but it can be done by smart showmanship. Get out all your old tricks and be prepared for Lent.

LONG DISTANCE TELEPHONE, New York to Chicago, opened 1892. The telephone company should be willing to cooperate with you in commemorating this event, especially if you should be playing some picture in which the telephone figures prominently or if you have a still of a star of one of your current attractions using the telephone.

CHARLES DICKENS BORN, 1812. A number of Dickens' stories have been made into pictures, and although none of these are current, his birthday should be plugged through the schools and local literary groups.

8th

BOY SCOUT ANNIVERSARY WEEK. Sponsored by the Boy Scouts of America, 2 Park Ave., New York City. Sponsor a Boy Scout benefit program. Let them hold a benefit show in the theatre with a demonstration of some principles of Scouting on the stage. Get them to participate in a parade to plug your current attraction.

9th

WEATHER BUREAU ORGANIZED, 1870. It's the 70th anniversary for the weather wizards. There's an MGM short about them which would be quite appropriate to play on this day. Get the local weather forecasters, amateur and professional together to see how they do it and compare notes for the edification of your audience. Cook up a story for local newspapers on the basis of these local people.

Cash Register in Lobby

On the picture "The Star Maker," Manager John P. Field, assisted by Assistant Manager Leo J. Ryan, of the Ogden Theatre in Chicago, promoted a cash register to be used as a lobby display. Each patron entering the theatre was given a chance to punch a key on the register. They each received a register receipt. On five of those were red stars. Patrons receiving these were given a guest ticket to see the picture.

"Book" Mailing Piece Contains Sales Angles on "Hunchback"

It looks like a copy of Victor Hugo's novel. But opening the sales promotion piece sent to exhibitors throughout the United States and Canada by RKO-Radio in connection with "The Hunchback of Notre Dame," reveals material to make any showman enthusiastic. Among the contents are a Photoplay Study Guide; an envelope containing big scenes from the picture; two styles of blotters adapted from two of the 24-sheets; a few lines to exhibitors from Ned Depinet, vice-president, about the picture's selling possibilities; a theatre manager's confidential report following a California preview; photos of Charles Laughton, Sir Cedric Hardwicke and Maureen O'Hara; a booklet narrating by words and sketches the important sequences, and what looks like a sample herald.

Once a theatreman has examined the "insides" of the "book" carefully, it's ten to one he'll set the ball rolling for a campaign of big proportions on "The Hunchback of Notre Dame."

"Rebecca Mauve" Fashions Draw Attention from 5th Ave. Strollers

It was cold on Fifth Avenue. One had to keep moving to keep warm. But we noticed groups of strollers stopping to study the displays in the windows of Bonwit-Teller. If it could cause people to stop—whatever it was—then it must be something worthwhile. So we stopped to get a glance. But we didn't just glance—we really looked, and didn't stop until our eyes had taken in the beauy of eight windows—not one, but eight—of glamorous mauve gowns, lingerie, and other accessories to match, inspired by David O. Selznick's forthcoming UA release, "Rebecca."

Referring to the ghostly character in Daphne du Maurier's novel as "the most glamorous ghost in history," the displays feature wearing apparel in Rebecca Mauve, designed by Kiviette. The windows are among the most impressive we've ever seen, and represent one of the most effective tieups ever created for a motion picture. We hope that showmen in other parts of the country playing the United Artists release will promote Rebecca Mauve fashion windows from local women's shops.

Continuing down Fifth Avenue, we paused to note another tiein on "Rebecca"—this time an impression of the furnishings in the living room of Manderley, the estate where most of the action takes place. The window was that of W & J Sloane, dealers in home furnishings.

No matter what the temperature, Fifth Avenue strollers stop to view these unique windows.

Hable's Annual Christmas Party Attracts 2,500 Winchester Kids

In Winchester, Va., recently, 2,500 children attended the annual Christmas Party at the Palace Theatre, packing the house to capacity and standing them out in the foyer. At the conclusion of the three-hour performance, gifts of toys, fruit and Christmas novelties were given each boy and girl.

Herman Hable, manager of the Palace, is the Santa Claus of Winchester, for each year he puts on a party for deserving children.

...ERE HE IS! THE STRANGEST

If You Believe What You See—
Then Watch Your Mind When You Think You See



THE INVISIBLE MAN RE

You Can Feel Your Skin Creep!



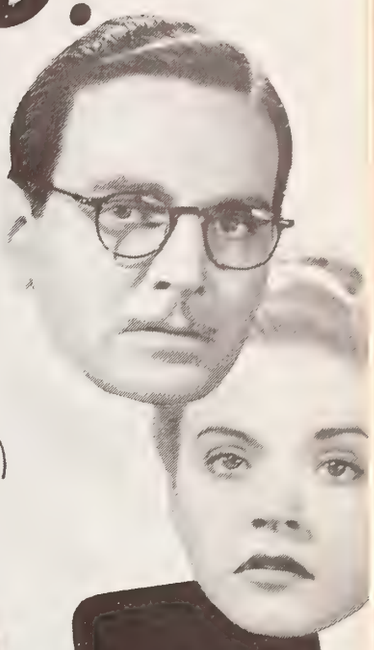
MORE STRANGE THRILLS . . .
MORE EERIE CHILLS . . .
MORE AWESOME SUSPENSE

A UNIVERSAL PICTURE

NATIONAL RELEASE—JANUARY 12th

HUMAN IN THE WORLD!

BIG TURNS

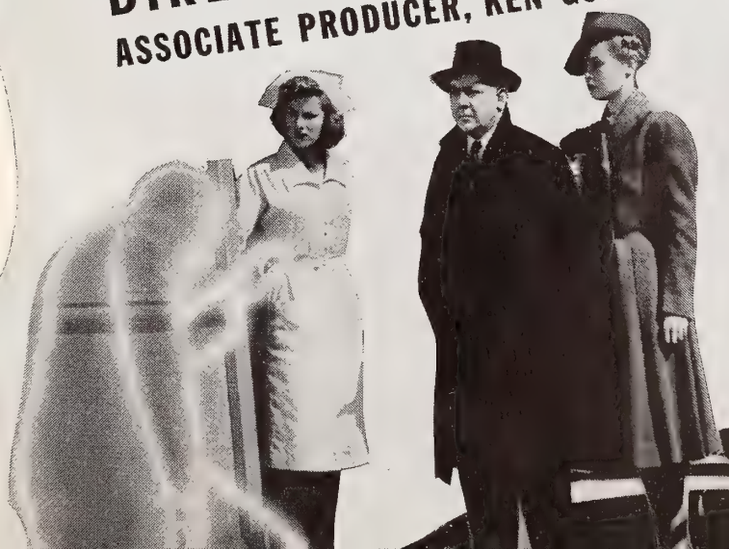


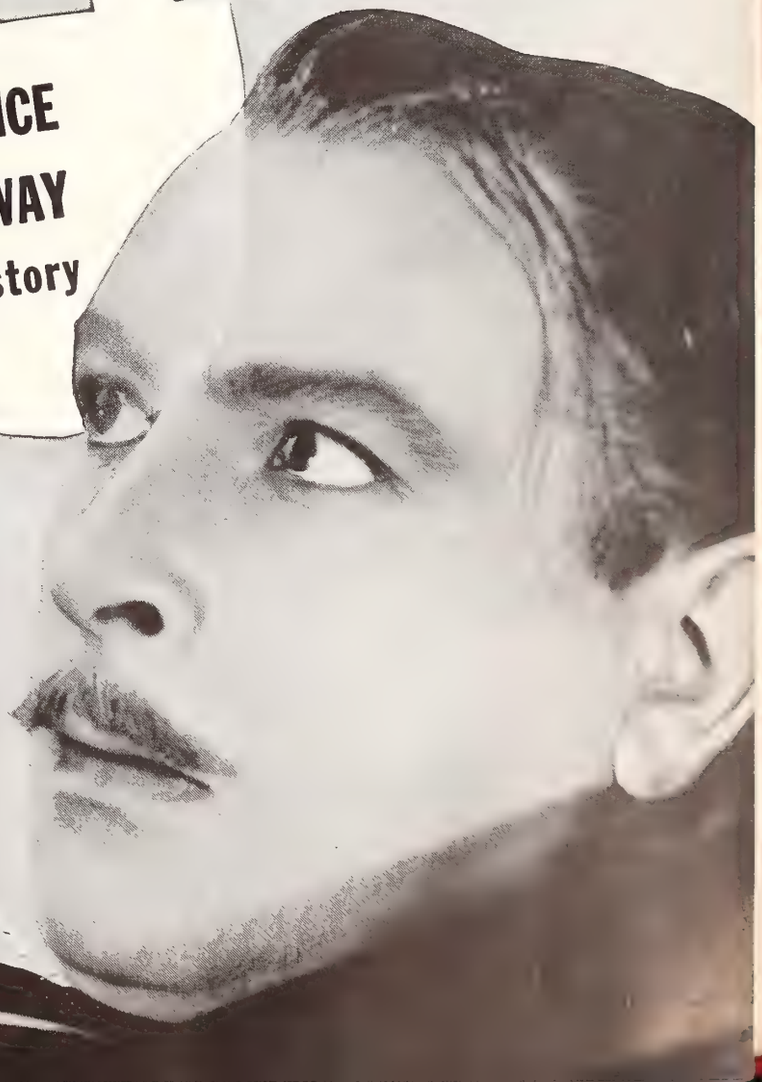
CALL OUT THE RESERVES!
(The reserve floor staff, the guard rails, the tapes!)

with SIR CEDRIC HARDWICKE • VINCENT PRICE
NAN GREY • JOHN SUTTON • CECIL KELLAWAY

Suggested by the sensational H. G. Well's story
"The Invisible Man"

Screenplay by Lester Cole and Kurt Siodmak
DIRECTED BY JOE MAY
ASSOCIATE PRODUCER, KEN GOLDSMITH





Program Exchange

Christmas Programs Begin to Pour In; Many Members Put On Benefit Shows for Needy

DEFINITELY it is now 1940. Another new year in which to make some new resolutions is now here, but we're not going to burden you with any this time. We know you will make your own, and we're also reasonably sure that one of them will be "to make my programs more attractive, better seat-sellers than ever before." So, with that, we go into 1940 with the determination to make this the biggest year for programs!

Christmas programs have been coming to our desk from members, and they are pretty and colorful (the programs, we mean) in keeping with the gayety of the season. But first of all we'd like to say a few words about the handbills distributed down Texas way by Floyd Faubion, manager of the Star Theatre, Teague. One was on a Jitterbug Contest—a veritable Jam Session with local Negro contestants—held on the stage.

A handbill distributed in connection with "Nurse Edith Cavell" had the scrambled name of a prominent local nurse. Fans who unscrambled the letters and filled in the name of the nurse were eligible for free admission to see the picture. Good stunt, Floyd. The Star Theatre manager also put out another handbill advertising the "Rotary Club Male Bathing Beauty Revue." This must have been a lot of fun, for the Rotary members were attired in "the latest style bathing suits and evening dresses." We'd like to have been there. Floyd didn't forget the kiddies at Chrismastime, either. He put on a benefit show to aid the underprivileged families of Teague, sponsored by various women's clubs, and put out handbills telling the town all about it. He got plenty of publicity on the special show in the newspapers, too.

Meet Will Brizendine

Reluctantly, we leave Floyd Faubion; but our space is limited, and we must continue. Members, meet Will Brizendine, manager of the Rialto Theatre, Baltimore. Will is a newcomer to the Exchange, and we are certainly glad to welcome him. He has sent us a clever herald he used on "Little Accident." It was folded and printed to resemble an insurance policy, and contained this copy on the outside: "Policy—'Little Accident' Insurance—Does Not Cover . . . Aching Sides (from laughing) . . . Tickled Risibilities (from Hugh Herbert) . . . Warm Heart (from Baby Sandy) . . . Please Read Policy Inside." Inside was an attractive art spread, with catchy selling copy on the picture. Send us some more of your heralds and programs, Will. Your initial venture is quite all right, as far as we're concerned.

The very first program we received "in the Christmas spirit" was that of Tom Pringle, from up in Canada. His Ideal Theatre News was printed in dark green type on green paper, with a holly border. The front page contained an editorial that must have given new courage to all Canadians who had the good fortune to read it. As for the Safety Slogan—well, it's practical and wise, too: "Remember—when you drive your car this week, fill yourself with Christmas 'Spirit' and nothing else! If you must drive—don't drink! If you must drink—don't drive!" And in spite of that advice, we'll wager there were many who failed to heed it—many who now may be in no position to heed any advice at all. Too bad! Too bad!

Remember the Reminder?

After a long absence, a copy of The Reminder has again reached us. As you remember, it's the program put out for the Wallace and Rose Theatres down in Levelland, Texas, and mimeographed on both sides of one sheet. The Christmas Issue had a Santa Claus wishing the populace a "Merry Christmas." The Rose Theatre announces its New Year's Eve Show, consisting of Joe E. Brown in "Beware Spooks," and the short subjects, "Dreams On Ice" and "Community Sing." Sounds like a good show to us.

We simply must reproduce one of those "Cheerful Chirps"—to wit: "Wife—'John, there's a burglar in the house.' Recession Victim—'Ah, opportunity! Give me my gun and I'll go downstairs and rob him'." The two theatres still continue their offer of guest tickets to readers who find their full names in the ads in The Reminder.

Orris F. Collins and Bill Justice have turned out a swell Christmas issue of Cinemag. While it's a plug for "Judge Hardy and Son," that five-column "Merry Christmas at the Hardys" layout is a humdinger. It's on the front page, in addition to a story about the Goodfellows annual Christmas show for the needy, another about the movies giving a half-dozen new stars for Christmas, and a box offering Christmas Greetings from the Capitol and Majestic theatres. There's a nice piece of art inside the tabloid publication showing Gloria Dickson "swingin' for Santa Claus" (see reproduction). It's a ten-page issue, one of the biggest ever put out in Paragould, Ark., and there are plenty of merchant ads to cover the cost of printing. Part of the paper is in yellow, part in pink, and there's an insert in green. All in all, it's something to delight any reader.

Unfortunately, we've very little space left, so we'll bring this to a conclusion. We hope this will be your happiest and most prosperous year ever!



A Page of Christmas Cheer

In the merchants' advertising displays and in the art of Gloria Dickson "swingin' for Santa," there was every indication of the real Christmas spirit on this seasonal page from the tabloid publication of Bill Justice for the Capitol and Majestic theatres, Paragould, Arkansas.

Classified Ad Tieup

Al Blasko, manager of the Paramount Theatre in Chicago, has effected a tieup with the *Hammond Times* for a weekly five-column ad on the classified page. In exchange tickets are to be awarded to a selected few whose names appears at random in the ads.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

DECEMBER, 1939 INDEX

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The EARL of CHICAGO

Its Unusual Story Formula Demands Selling Slants That Get Away From Beaten Path

A PLAYBOY becomes a gangster! That is the novel twist in Robert Montgomery's newest picture, "The Earl of Chicago." In this picture, Montgomery departs from his usual role of a wise-cracking playboy to become a tough, hardboiled gangster.

One of the most unusual situations in the picture concerns Montgomery's leading lady. All that is ever seen of her is her legs. Known as "Silken Legs" this idea can be developed into several different stunts. One of them would be to send a ballyhoo girl out at a certain hour, clad in a pair of red silk (or some distinctive color) stockings. Either by means of a newspaper tie-up or by a herald announce that the lucky finders of "Silken Legs" will be awarded prizes or guest tickets. As a ballyhoo send out a girl completely masked, with copy reading, "I'm Silken Legs. 'The Earl of Chicago' loves me. Find out why I'm masked by seeing Robert Montgomery in 'The Earl of Chicago'."

Have a local shoe shop display the foot and leg measurements of a girl—foot, ankle, calf and thigh dimensions. Invite your women patrons to enter a contest whereby a pair of free silk stockings will be given to each girl whose measurements exactly correspond. Definitely limit the number of silk stockings which will be awarded. Girls buy stockings on the basis of shoe size, but the store could not afford to make the contest as simple as that. That is the reason for the suggested measurements of the whole leg.

Arrange a tieup with a store, either a silk stocking shop or a shoe store. Curtain off half the window so all that can be seen are the legs of the model. Have her walk around, change her stockings or do anything to attract attention. As soon as a crowd has gathered, have her place a series of signs on an easel in the window advertising the picture and the theatre.

Stage a beautiful leg contest in your theatre. Award prizes to the girl whose legs are judged to be the most perfect. The press book has a series of four one-column teaser ads. These should be run well in advance of your regular advertising. It would be wise to make up a teaser throwaway, too.

The press book offers an illustration for a newspaper or throwaway contest. This is the outline figure of a girl. Offer prizes for the best conception of what Montgomery's girl friend really looks like. A contest for art classes is contained in one of the incidents of the picture. As the 12th Lord of Gorley, Montgomery discovers a picture of an ancestor of his who lived in 1645; the amazing thing is that they look exactly alike. Secure star photos of Montgomery and offer prizes or guest tickets for the best conception of the star as a pirate or a gladiator and the like. Practically every school has a complete file of the costumes of the past.

An interesting suggestion for a newspaper tieup is contained in the idea of giving guest tickets to those readers whose names suggest royalty such as "Earl," "King," etc. This is a particular effective tieup for the classified section as that would allow the names to be scattered throughout the entire page. Use the first, middle or last name, for then you will be able to reach a much larger proportion of the readers.

Give guest tickets or prizes for the best letters written by radio listeners, newspaper readers or patrons in which they observe the social formalities attendant upon inviting a royal person to an imaginary social affair. Another contest suggestion consists of offering prizes for the best design of a Coat-of-Arms or Crest which Robert Montgomery could use if he were actually an Earl.

When you have as unusual and impressive a title as "The Earl of Chicago," a good stunt is to imprint an impressive looking invitation to meet royalty on such and such a date at your theatre. These can either be mailed out or given out by a ballyhoo man dressed in evening clothes complete with the symbolical colored sash that denotes honors as given out by a foreign government.

Another distinctive novelty for a ballyhoo girl or man to distribute is a card with a real nail in a slit. The copy should read: "He was as hard as nails as a gangster; but he was as soft as putty when he became a lord! See, etc. . . ." You'll find this illustrated in the press book.

A high hat or a topper is one of the emblems of class distinction or social aristocracy. Manufacture a big one from compo board, painted black, with cut-in title letters illuminated by a flasher-light. Use it as a teaser idea in your lobby a week in advance of play dates.

Shields, banner, flag and pennant designs have been created which can be employed inside and outside your theatre. Make them both atmospheric and decorative and show them in various combinations of colors so that they will give the picture stronger appeal.

The trial by the House of Lords, shown in the picture is authentic in every detail. It is one of the few times it ever has been presented on the screen. Members of the legal profession and law school students will be more than interested in it. Let them know about it by means of personally-written letters.

Try to promote a small quantity of colored feathers. Perhaps there is a local novelty manufacturer who will make them to order for you at a low price. Affix a small picture and theatre billing stickers to them and pass them out as a novelty to the younger generation.

In all your advertising, drive "home" that this is Montgomery's most unusual role.

An SIB Showmanalysis

(REG. U. S. PAT. OFF.)

Screenplay by Lesser Samuels. Directed by Richard Thorpe. Produced by Victor Saville.



What's In It For Them?

Well, there's a lot in the ad layout above, one of the many prepared by MGM's advertising staff. For one thing, there's swell copy. Then there's the suggestion of mystery, represented by the gun and the circular inset just above the signature plate. And, too, there's an endorsement from Montgomery.



Look What You Can Do!

The reproduction above is only an indication of the stunts you can use on "the girl with the beautiful legs" angle. You can conduct a contest for the girl with the most beautiful legs in town. You can make a display for the lobby, like the above, and let the girls see how they'd look with the painted legs. And you can tie up with hosiery shops and hosiery counters of department stores, too. And more, too!

Reprinted from Motion Picture Herald of Dec. 9

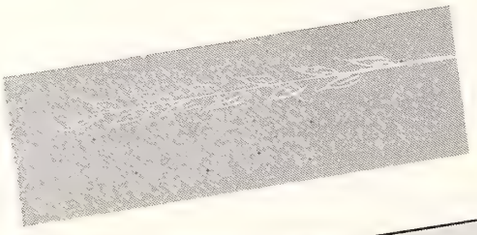
The Most Vital News Story—and Why!

WHEN exhibitors tell each other which stars pay off best at their boxoffices, this is the most vital industry news that can be printed.

That is why the Motion Picture Herald's annual Money Making Star Poll is so important to all theatre owners.

Watch for the results of this year's poll, because

it is recognized that the company having the most stars among the First Ten has the product with the most power at the boxoffice.



20th Century-Fox has more stars in the First Ten than any other company!

TYRONE POWER
(2nd year in the First Ten)



Next in "DANCE WITH THE DEVIL"

SHIRLEY TEMPLE
(6th year in the First Ten)



Next in Maurice Maeterlinck's "THE BLUEBIRD"

ALICE FAYE
(2nd year in the First Ten)



Next in "LITTLE OLD NEW YORK"

SONJA HENIE
(3rd year in the First Ten)



Now in "EVERYTHING HAPPENS AT NIGHT"

The Box Office Slant

Abe Lincoln in Illinois

RKO-Radio DRAMA 107 mins.

(Prod. No. 9—Nat'l Release, Feb. 12)

Credits: Raymond Massey, Gene Lockhart, Ruth Gordon, Mary Howard, Dorothy Tree, Harvey Stephens, Minor Watson, Alan Baxter, Aldrich Bowker, Maurice Murphy, Louis Jean Heydt, Clem Bevans, Charles Middleton, Roger Imhof, others. Screenplay by Robert E. Sherwood. From the Pulitzer Prize play by Robert E. Sherwood. Directed by John Cromwell. Produced by Max Gordon and Harry Goetz.

Plot: Massey falls in love with Mary Howard, whose broken heart over her fiance's infidelity kills her. Mary's death occurs on the evening of Massey's election to the State Legislature. He goes to Springfield where he meets Lockhart, quits the Legislature to enter a law office. He meets Ruth Gordon, who falls in love with him. But unsure of his destiny, and realizing she has great ambitions for him, he breaks the engagement. Later, he asks her forgiveness and proposes. Sixteen years pass. Massey and Ruth have four sons. The country moves westward. At Harper's Ferry, John Brown defends the cause of the slaves. With the states torn by the slavery issue, Massey is nominated for Senator from Illinois against Lockhart. He loses, but his speeches draw wide attention as he fights slavery. In 1860, foreseeing the struggle he must go through, he is actually unhappy when elected President of the United States. He leaves Illinois, with his friends cheering him.

Comment: Of all the motion pictures based on events in the life of one of America's greatest heroes, this screen adaptation of Robert E. Sherwood's Pulitzer Prize play is by far the finest. It is an inspiring and moving portrait, brilliantly acted and skilfully directed by John Cromwell. From the opening scene, in which Lincoln, as a young man, leaves home to accept a job poling a flatboat of hogs down the Sagamon River, to the final fadeout as he leaves Springfield for the White House, the production holds one spellbound. It is as if the days of Lincoln were being re-lived once more. Raymond Massey's portrayal is eloquent and sincere—one that should be remembered for years to come. Wisely enough, the producers have selected the supporting players most capable of enacting their various assignments, rather than attempting to make the character fit a box office name. As a result, brilliant performances are given by Ruth Gordon (who, next to Massey, stands out), Gene Lockhart, Mary Howard, Dorothy Tree and Alan Baxter. "Abe Lincoln in Illinois" is the screen's finest tribute to a great man, and a picture to be seen and treasured. Since the release date is scheduled to fall on Lincoln's Birthday, you can tie up with any special activities that might otherwise have been reserved for the anniversary only. **(FAMILY)**

Catchline: "A picture that every American should love and cherish."

AUDIENCE SLANT: IT SHOULD BE WARMLY RECEIVED BY ALL CLASSES OF AUDIENCES.

BOX OFFICE SLANT: THROUGH A LACK OF NAMES, WITH THE POSSIBLE EXCEPTION OF MASSEY WHO HAS BECOME FAMOUS BECAUSE OF HIS ROLE IN THE PLAY, IT MAY NEED, AND CERTAINLY DESERVES, A STRONG AND IMPRESSIVE CAMPAIGN.

Legion of Decency Ratings:

(For Week Ending Jan. 6)

SUITABLE FOR GENERAL PATRONAGE

Charlie McCarthy, Detective
Pioneers of the Frontier
Man From Arizona — Money to Burn

SUITABLE FOR ADULTS ONLY

Child Is Born — City of Chance
Earl of Chicago — Mexican Spitfire
Man Who Wouldn't Talk — Raffles

The Earl of Chicago

(Hollywood Preview)

MGM COMEDY-DRAMA 87 mins.

(Prod. No. 87—Nat'l Release, Jan. 5)

Credits: Robert Montgomery, Edward Arnold, Reginald Owen, Edmund Gwenn, E. E. Clive, Ronald Sinclair and others. Adapted from the book by Brock Williams. From a story by Charles de Grandcourt and Gene Fowler. Screenplay by Lesser Samuels. Directed by Richard Thorpe. Produced by Victor Saville.

Plot: Robert Montgomery, an ignorant Chicago gangster, finds himself by heritage, heir to an English title with all its land and traditions. He takes with him to England, to claim the estate, his attorney, Edward Arnold, a man he framed and had sent to prison and then hired because he believed in his honesty. Arnold keeps from him the fact that he cannot sell his English land, and while in England uses his power of attorney to ruin Montgomery's business in America. This strange revenge forces Montgomery to live in England, so he kills Arnold and is himself hanged.

Comment: Totally different from the usual run of pictures is this strange, fascinating film; one that will prove a rare treat for those theatregoers looking for something quite different in motion picture entertainment. There's also enough broad satire combined with the gripping story to make it appeal to the average crowd looking for a good laugh and Robert Montgomery's startling role will cause plenty of comment. Here again Montgomery gives you a brilliant interpretation of a psychopathic individual, another "different" role similar to the one that made his "Night Must Fall" such an outstanding character study. Remarkably fine are the supporting players, particularly Edward Arnold and Edmund Gwenn. The direction of Richard Thorpe is an expert job and Victor Saville deserves credit for an unusual production. For exploitation see Showmanalysis on page 11 of this issue. **(ADULT)**

Catchline: "From Chicago gangster to English Earl and the traditions of his ancestors."

AUDIENCE SLANT: STRANGE, FASCINATING FILM THAT IS TOTALLY DIFFERENT AND RARE ENTERTAINMENT.

BOX OFFICE SLANT: SHOULD APPEAL TO THE AVERAGE CROWD LOOKING FOR LAUGHS.

His Girl Friday

Col. COMEDY 92 mins.

(Nat'l Release, Jan. 18)

Credits: Cary Grant, Rosalind Russell, Ralph Bellamy, Gene Lockhart, Helen Mack, Porter Hall, Ernest Truex, Cliff Edwards, Clarence Kolb, Roscoe Karns, Frank Jenks, Regis Toomey, Abner Biberman, Frank Orth, John Qualen, Alma Kruger, Billy Gilbert, Pat West, Edwin Maxwell. Screenplay by Charles Lederer based on the "Front Page" by Ben Hecht and Charles MacArthur. Directed by Howard Hawks.

Plot: Rosalind Russell returns from Reno, having just divorced Cary Grant, managing editor of the paper for which she was star reporter. She is now about to marry Ralph Bellamy. But Grant, eager to see her return to the paper, tries to get her to handle the story of an impending execution. One thing leads to another and she finally has the convicted criminal, who has escaped, locked in a desk in the press room in the Criminal Courts Building. Grant comes over to work on the story with her and just then Bellamy bursts in ready to take Rosalind to Albany with him. But she turns a deaf ear to his pleas. The sheriff's men finally capture the criminal hidden in the desk and Grant and Rosalind are arrested for obstructing justice, but released when it is found that the Mayor and the Sheriff had attempted to bribe the messenger from the Governor from delivering a reprieve until after election. With everything settled Rosalind finally decides to remarry Grant and they are about to go to Niagara on their honeymoon when they hear of a big strike in Albany, to which they go.

Comment: This remake of "The Front Page" is better than the original picture. The story has been slightly changed and at the risk of challenging the daily critics, we'll say we think it is for the better. There are plenty of good laughs in it, in fact, you might almost say there are more than in the original. It's a picture strictly for the adults and how the adults will love it. Howard Hawks must have been an old newspaperman himself to have caught the spirit of the city room so admirably. There's never a dull moment from beginning to end and it hardly seems to run as much as 92 minutes. Most of the important details of the original plot have been kept and several priceless lines have been added. They're good enough so that the whole town will be repeating them after the opening day. The picture will benefit greatly from word-of-mouth. Sell it through close cooperation with your newspapers. They'll help you plug it, because it's the only true reproduction of newspaper life. Run teaser ads reading, "Take your girl Friday to see 'His Girl Friday.'" Invite all divorced people to the theatre to meet their ex-mates. It's a gag even though none will come. **(ADULT)**

Catchline: "She learned about men from him."

AUDIENCE SLANT: THE QUICK REPARTEE AND FAST ACTION SHOULD GO OVER BIG WITH ANY AUDIENCE. THEY'LL GO OUT TALKING ABOUT THIS ONE TO YOUR BENEFIT. IT'S A GREAT AUDIENCE PICTURE.

BOX OFFICE SLANT: WITH TWO GOOD NAMES FOR A DRAW AND A WELL KNOWN STORY PLUS WORD-OF-MOUTH, YOUR BUSINESS OUGHT TO BE GREAT.

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation

The Fighting 69th

(Hollywood Preview)

WB DRAMA 90 mins.

(Prod. No. 451—Nat'l Release, Jan. 27)

Credits: James Cagney, Pat O'Brien, George Brent, Jeffery Lynn, Alan Hale, Frank McHugh, Dennis Morgan, Dick Foran, William Lundigan, Guinn Williams, others. Original screenplay by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin. Directed by William Keighley. Associate Producer, Louis F. Edelman. Executive Producer, Hal B. Wallis.

Plot: Cagney, a member of the 69th regiment in France during the first World War, is cocky, but withal, a coward. In the lines one night his rebelliousness brings tragedy to many of the soldiers. Despite the efforts of Pat O'Brien, priest of the regiment, to bring out the good side of Cagney, the soldier still remains as cocky as ever. In another battle, he displays his fear once more and causes the death of more of his buddies. He is imprisoned, but when the enemy starts shelling the town, O'Brien releases him from his trap. It is then that Cagney fights with courage, with the way cleared for the men to go through to victory. But he is wounded fatally.

Comment: Warner Brothers deserve much credit for filming this story at a time when all Europe is fighting, because without a doubt it is the most terrific preachment against war the screen has ever shown and is as timely as your newspaper. It portrays the story of that famous regiment "The Fighting Irish" with its traditions of courage and valour and is real red blooded entertainment for all Americans. Though it is stark realism, there's plenty of comedy dialogue interspersed. In the exceptionally fine all male cast, Pat O'Brien playing the role of the famous Father Duffy, James Cagney as the young cowardly braggart and George Brent as Wild Bill Donovan, top any of their previous performances. Exceptional portrayals in the supporting cast are turned in by Alan Hale, Jeffrey Lynn, Frank McHugh and Dennis Morgan. Director William Keighley has done himself proud with this assignment, making the characterizations vivid and keeping the story well paced. Production is on a high level. World war heroes should be invited as special guests on opening night. Current war headlines, photos, helmets, bayonets, gas masks, etc., could be used for lobby display. Contact all patriotic, military organizations. **(ADULT)**

Catchline: "And they fought to make the world safe for democracy."

AUDIENCE SLANT: REAL RED BLOODED ENTERTAINMENT FOR ALL AMERICANS.

BOX OFFICE SLANT: SHOULD DO A TERRIFIC BUSINESS.

Brother Rat and a Baby

WB COMEDY 87 mins.

(Nat'l Release, Jan. 13)

Credits: Priscilla Lane, Wayne Morris, Jane Bryan, Eddie Albert, Jane Wyman, Ronald Reagan, Peter B. Good, Arthur Treacher, Moroni Olsen, Jessie Busley, Larry Williams, Berton Churchill, Nana Bryant, Paul Harvey, Mayo Methot, Ed Gargan. Original screenplay by John Monks, Jr. and Fred F. Finklehoffe. Directed by Ray Enright. Hal B. Wallis, executive producer.

Plot: Albert and Williams are the two candidates for the job of coach at V.M.I. Morris, his ex-roommate, an irresponsible boy, tells Albert to bring his wife, Jane, and their baby to New York. First the baby swallows a diamond ring and they have to leave. Albert comes and stays with Jane's aunt. Everything happens wrong despite Morris' best efforts. He takes his girl out when he has no money and Reagan takes out the daughter of the commandant of V.M.I. who catches them arriving home at 8 o'clock in the morning. Williams gets the job and Albert is facing the return of Churchill, whose apartment he has practically ruined. Then Churchill sends his airplane on a goodwill flight to Peru and Morris stows the baby aboard. The success of the resultant publicity gets Albert a job and Reagan and Morris get their girls.

Comment: Although this picture is not exactly a sequel to the original "Brother Rat," some of the same characters have been retained and the same sort of atmosphere pervades the whole thing. To sum it all up, it is a swell picture. There are plenty of good laughs in it. The characters are all likeable despite the difficulties they get into and the incidents include to pile grief after grief on the harassed young people make it delightful to watch to see how all these dilemas will be solved. There is no one outstanding character as they all have meaty parts which they make the most of. The baby is cute but not particularly outstanding. Wayne Morris does a grand job and so do Eddie Albert and Jane Bryan. It is comedy all the way through with never a predictable moment. That's probably the key to the enjoyment of the whole picture—its spontaneity and the fact that its situations become so delightfully involved that no end to them can be predicted. There's a lot of baby stuff you can pull to plug the picture. String diapers up with the title spelled on them. Have a play pen in the lobby where parents can check their babies while watching the show. **(FAMILY)**

Catchline: "Those trouble-making, merry-making Brother Rats are loose again."

AUDIENCE SLANT: THE COMEDY SITUATIONS AND THE FINE ACTING OF THE CAST SHOULD MAKE THIS PICTURE A POPULAR ONE.

BOX OFFICE SLANT: THE BIG NAMES, POPULARITY OF THE ORIGINAL "BROTHER RAT" AND WORD OF MOUTH PLUS A STRONG SELLING CAMPAIGN SHOULD RESULT IN HEAVY GROSSES.

Shop Around the Corner

(Hollywood Preview)

MGM DRAMA 100 mins.

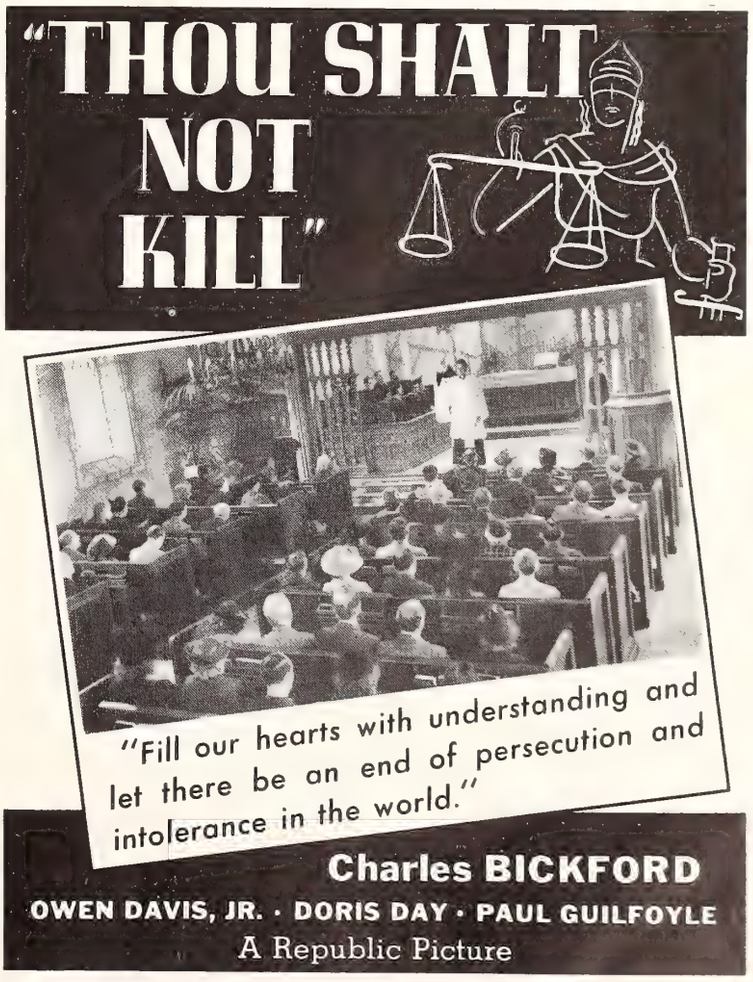
(Nat'l Release, Jan. 12)

Credits: Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut, Sara Haden, Felix Bressart, William Tracy, Inez Courtney and others. Screenplay by Samson Raphaelson, based on a play by Nikolaus Laszlo. Directed and produced by Ernst Lubitch.

Plot: Frank Morgan, proprietor of a shop purveying novelties and leather goods has become increasingly irritable to his employees who include Stewart, Schildkraut and Bressart. When Margaret Sullavan applies for a job, he gives her one, though Stewart had turned her down. Meanwhile Stewart becomes interested in a girl whom he has never seen but with whom he has corresponded anonymously. Margaret is the girl but neither knows the other one is his unknown correspondent. Because Morgan refused to give him the night off, he explodes and is fired. Jobless he goes to meet his dream girl but is disappointed (and so is she) at who it turns out to be. When Morgan takes sick, Stewart is restored to his job. He grows to love Margaret and finally reveals to her that he is her dream man.

Comment: Grand entertainment with mass appeal is this latest Ernst Lubitsch offering one that can be ranked with the best he has produced including the recent box office hit, Ninotchka. The picture from beginning to end, aided by the excellent trouping of Margaret Sullavan, James Stewart and Frank Morgan, is top-notch in every department and one that will profit greatly by word of mouth advertising. In the fine supporting cast, standout performances are given by Felix Bressart, William Tracy and

(Continued on page 39)



Get On the Band Wagon And Exploit This Picture With Smart Showmanship



"SWANEE RIVER" to the exploitation-minded showman should prove to be a river of gold flowing right to your theatre—if you get out and sell it. Everything that makes a picture click at the box office—stars, story and songs—is here!

Its entertainment value has already been presented to millions—in outstanding radio publicity on the networks and individual stations; on the back cover of *Life* in full color, and in full-page ads in fourteen fan magazines timed for release date. It is up to you to take full advantage of this excellent advance promotion.

"Swanee River" is a "natural" for schools. It is a picture that will interest not only the music classes, but the history and English classes as well. An exhibit of the copies of the songs Foster wrote, could be a project for the art classes. A display of books on Foster's life, his songs and early American history would enable you to bring copy on the picture into both the school and public libraries. There are many schools which will be glad to cooperate on a special student show for this picture. For the English classes, an essay contest based on the theme, "Stephen Foster and His Music," will enable you to bring the picture directly into the classroom. A contest based around the period in which Foster lived is one that should interest the history classes.

The press book describes "The Stephen Foster Music Albums." These albums can be used as prizes for any contests that are aimed at either music groups or classes. If a portable phonograph can be secured, take the phonograph to the classroom so that recorded Foster melodies can be played to the students. A brief resumé of the picture, either printed or mimeographed with proper theatre credits can be distributed.

A picture such as "Swanee River" lends itself naturally to radio exploitation. There isn't a station, no matter how small, that hasn't a complete set of all the recorded Foster songs. Sell them on the idea of presenting an all-Foster program. Interest could be built by asking the radio audience to suggest their own favorite Foster melody and have a follow-up program consisting of their requests. A popular idea at the moment on the air is to have a "Rhythm Battle." Ask your local station production manager to arrange a mutually advantageous "Swanee River" contrast-rhythm program for broadcast either just before or during your playdate.

Have some of the songs from the picture played in semi-classical style, to be followed by the best-selling modern swing versions. Award prizes and guest tickets for the best letters upholding either one or the other of the rhythm styles. On the cultural side, get your station's music editor to arrange an interesting program tracing Stephen Foster's influence on American music.

Arrange a streamlined minstrel show. Follow the fad that is so popular now of making the audience part of the show. One of the stunts that can be pulled at this show is a community sing; if possible have attendants costumed as minstrel men move up and down the aisle to work up enthusiasm.

Build a hit parade display. Foster's songs are proven, all-time best sellers. Have compo-board music covers made of all the popular Foster songs (the complete list is given in the press book). Mount them on a specially constructed music rack and enter complete picture and playdate billing along the bottom. Use star standees for added display power. On top, feature 1850 on one side, and 1940 on the other. Headline the entire display with: "Lovers sang them soft and low—90 years on America's Hit Parade!"

"Swanee River" lends itself to many forms of street ballyhoo. One that suggests itself immediately is to have a minstrel parade, complete with glee-club singers and black-faced comedians. Another effective street bally would be to rig up a big truck as a minstrel show. Place a minstrel backface band aboard the truck which should be liberally bannered with picture and playdate billing. If an orchestra is too expensive use records and a loudspeaker hook-up with several blackface "minstrels" accompanying with tambourines. Another eye-stopping ballyhoo would be to have eleven girls all dressed in crinoline; on the back of each should be attached a letter spelling out the name. The name of the theatre and playdates can be marked on their parasols. They should visit business places.

Don't forget that "Swanee River" has been photographed in Technicolor. Coloring contests are, of course, worthwhile stunts. Many striking window displays may be based on the chromatic tieup between the picture and the merchandise.

The month of January has been designated nationally as Stephen C. Foster Month. Whether you play the picture in time or not, cash in on the nation-wide ceremonies. As a showman you will recognize how this picture-publicity benefits your playdate. It might well be an incentive for similarly inspired local tie-in campaigns. Get aboard the band wagon, and sell "Swanee River" with every ounce of showmanship you possess.

An SIB Showmanalysis (REG. U. S. PAT. OFF.)

Screenplay by John Taintor Foote and Philip Dunne. Directed by Sidney Lanfield. Associate Producer, Kenneth Macgowan.



Attractive 40 x 60 Photo Gelatin

Have you ever tried a 40x60 gelatin in a shadow box, with bright lights behind the display flashing on and off at intervals, or remaining lighted, as you choose? It'll catch every patron's eye, and the expense of such a lobby piece is almost negligible. Try it on "Swanee River," and you'll use it thereafter.



Follow Up With This Smash Ad

In following up the tremendous national magazine campaign, this advertisement in your newspaper, (reduced here) will proclaim that you are showing the picture they've been reading about. It's a four-column layout that's bound to be worth every cent the space it fills will cost you. Why not use it?

New Distribution Plan for Accessories Revolutionary

Exhib May Purchase In One Place All He Needs From Street to Screen

WITHIN a short period, advertising for the theatreman will be revolutionized. National Screen Service through its subsidiary company, Advertising Accessories, Inc. will then handle every kind of advertising that the exhibitor uses from street to screen. This will centralize all advertising under one roof and the company hopes that its service will be so comprehensive that the exhibitor may obtain advertising materials of all kinds ready for immediate use, including imprinting, etc.

This is probably the most radical step in advertising for showmen that has been made since the beginning of the industry. Heretofore, an exhibitor would obtain his trailers from National Screen Service. If he wanted one-sheets for posting he ordered them from the exchange, had them shipped to his theatre and then had to pay for the imprinting. The same was true of window cards. Then he had to go to another printer to order his programs. If he wanted cuts he would have to buy the advertising mats from the exchange. For his newspaper advertising he had to order still other mats from the exchange and often he felt that the effort of advertising a picture extensively was so great that it wasn't worth it. If he wanted novelties, he would have to write to New York for them or perhaps to Hollywood.

All Under One Roof

All that is changed now. The exhibitor will have all under one roof, the advertising materials he needs for ALL of his pictures. The exchange of ideas will be greatly facilitated because the branch managers for National Screen Service will have nothing to do but handle advertising. It won't be a sideline with them as it has been with the exchanges which were naturally more interested in the revenue they would obtain from films.

Salesmen for National Screen Service will come to each theatre to sell them a contract for the RENTAL of accessories, each of which must be returned with an exception made for paper posted and possibly newspaper mats. There will be one price for all, approximately equivalent to the price now charged by those exchanges which rent accessories, refunding a certain sum on their return. The price will be the net sum now paid by the exhibitor in such instances. If the exhibitor should have a sudden change of program, he need only notify National Screen Service and his entire order for accessories, both standard and special will be changed.

There will be no standardization of accessories in the sense that they will all look alike. The actual designing will remain subject to the approval of the advertising manager of each company so that the material will be different for each company. The actual production of this material will be in the hands of Advertising Accessories, Inc.

The convenience of the new service to exhibitors cannot be overestimated. For those located in or near key cities, it will save considerable time, as they need go to only one place, after booking their pictures and avoiding the necessity of waiting for poster clerks to wait on them, give their orders for all of their advertising, trailers, heralds, program, paper, window cards and all, and will receive properly imprinted and ready for immediate use. For those located at a distance from the exchange center, the saving in wires and telephone calls will be considerable since all of the necessary material can be ordered by one wire or one telephone call.

It is expected that one result of the new move will be to encourage greater use of advertising accessories both regular and special. Each of National Screen Service's salesmen is a trained man for just that kind of job. He will analyze the exhibitor's needs in the way of advertising and sell him (or rather rent him) just the material particularly fitted for his type of operation. The appearance of the theatres will be improved, it is believed, because of the uniformly better condition of advertising accessories. What the new service will amount to is an authorized national poster renting service.

Monument of Hart Is A Symbol of Cattle Days

What is perhaps the only monument to a man now living is the Bill Hart Monument, donated to the City of Billings, Montana, on the 45th anniversary of the founding of the city, July 4, 1927.

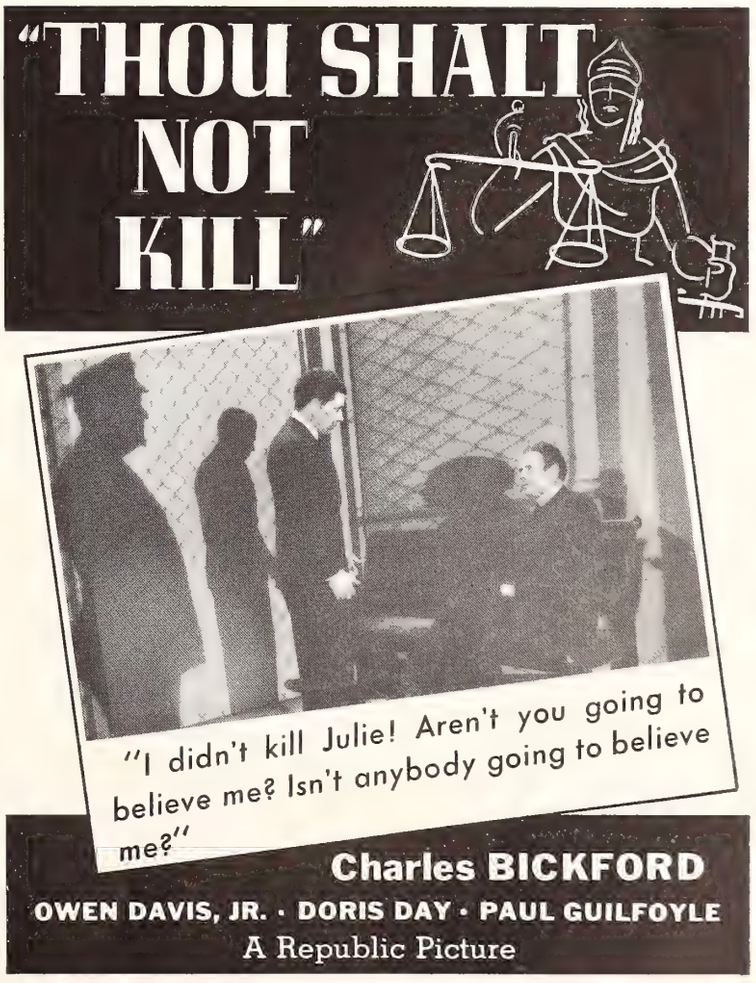
"A Range Rider of the Yellowstone" was made from life and posed by William S. Hart and his horse for the noted sculptor, C. C. Cristadora. The original location of the monument was on the Rim Rocks overlooking Billings about one-half mile east of the Municipal Airport buildings.



In 1938 it was moved from this point to the edge of the rims immediately in front of the Administration Building at the airport and placed on a suitable pedestal on a landscaped plot of ground.

More than any other screen personality, Hart has for many years retained his hold on his fans despite his retirement a decade ago.

It is this allegiance to the West's greatest hero that is causing Astor Pictures' reissue of "Tumbleweeds" to be enthusiastically received in all parts of the country.



The Short Subject

IN THE SHORT SHOPS

Paramount

The sixth in the series of ten Headliner short subjects, "Jimmy Dorsey and His Orchestra," has been completed at the Eastern Service Studio in Long Island under the direction of Leslie Roush. Among the song numbers heard in this unusual musical short are "Beebe," a sensational saxophone solo by Jimmy Dorsey; "My Wubba Dolly" sung by Helen O'Connell; "Only A Rose" sung by Bob Eberly; and "John Silver" done by the whole orchestra. This subject is scheduled for national release on February 2.

Columbia

Finishing this week his first serial, "The Shadow," for Columbia, Larry Darmour has made a new deal to produce three more serials during the coming year, in addition to his Jack Holt features. First of the 15-chapter pictures will be "Terry and the Pirates," a syndicated cartoon strip by Milton Caniff. The other two have not yet been chosen. "The Shadow" has Victor Jory and Vida Ann Borg in the leads.

Nineteen hundred and forty is doubling in the tracks of 1939 as regards the short subjects department. The new year, like the last, begins with a rush of activity. Production space is taxed. Likewise quarters where product passes through preparatory stages. Charley Chase, Buster Keaton, Andy Clyde, and The Three Stooges head the long roster of comedy talent now cavorting on the Gower Street lot. Producers and directors include Jules White, Hugh McCollum and Del Lord, with Clyde Bruckman, Elwood Ullman, Harry Edwards and Lou Sarecky, all outstanding names in the shorts field, among writers now busily engaged.

Andy Clyde's latest comedy, "Mr. Clyde Goes To Broadway," is slated for a preview in Glendale or Inglewood. Showing the comic as a hotel proprietor who has theatrical ambitions, the film is a Lord-McCollum production. Vivian Oakland, John T. Murray and Dorothy Vaughn head the supporting cast.

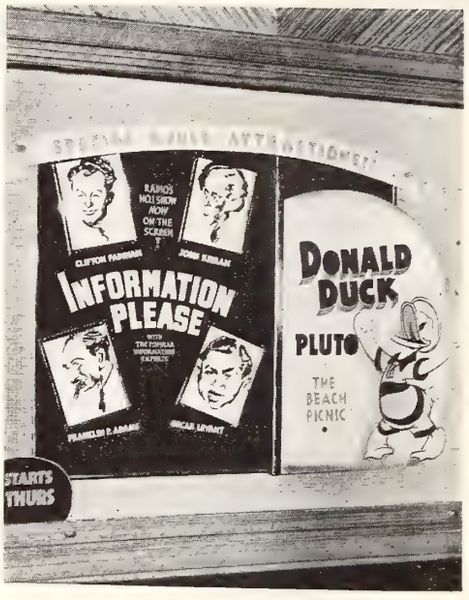
MGM

The screen's "most beautiful chorus girl" has just been chosen as the perfect screen star for the latest "Our Gang" comedy. "Making Movies." She is Ethelreda Leopold, blonde and beautiful, who was selected as the screen's loveliest chorine, two years ago. In the new one-reeler, directed by Edward Cahn, Miss Leopold enacts Irma Acacia, screen star who goes to a world premiere that inspires "Our Gang" to go into picture productions. Jack Chertok is producer.

Selected in a recent poll as one of Hollywood's younger players who will achieve stardom in 1940, Tom Neal was cast for the leading role in the newest Crime Does Not Pay subject, "Jackpot." Neal's first roles, before he appeared in features like "They All Come Out," "Another Thin Man," "Joe and Ethel Turp Call on the President," were in the Crime Does Not Pay shorts. Roy Rowland directs the two-reeler. Jack Chertok and Richard Goldstone produce.

With each new Pete Smith Specialty, it becomes more apparent that Sally Payne has assumed the title of Stooge Number One. Dumb Dora extraordinary, and leading lady in Pete's stock company. She has just been cast in her twelfth one-reeler for the famed unseen star. In her latest, "Woman Proposes," she plays a hypocritical female who "sets her hooks" for a man and gets him. Johnny Hines directs the comedy short from his own story.

Having just completed the Crime Does Not Pay subject, "Know Your Money," Joseph Newman leaves for Ft. Lauderdale, Florida, the first of the New Year to direct Pete Smith's Specialty, "Facing The Lion," featuring Clyde Beatty. Immediately after his return, Newman will direct a Crime Does Not Pay Subject dealing with the "baby barter" racket. Jack Chertok and Richard Goldstone produce the new crime two-reeler.



Selling Shorts in the Lobby

Here's the way the RKO Palace in New York plugged its showing of "Information Please No. 2" and Donald Duck in "Beach Picnic", both RKO subjects. It's a good sized lobby-board simply constructed, yet adequately telling his story.

Proof of What Short Subjects Can Do Is Contained in Letter From Dallas Exhibitor

IT IS unfortunate that many theatre managers fail to give short subjects their due consideration. These managers have been so busy playing double features that they have lost sight of the excellent shorts now being released. If they took the trouble to exploit the better short reels, just as they do their features, in all probability they'd be agreeably surprised at the results.

Proof of this contention is contained in the following letter, which was sent by Manager J. A. Cain of the Forest Theatre, Dallas, to Mrs. Besa Short, head of Interstate Circuit's Short Subject Department:

"We have found a sure-fire remedy for the double feature menace. A program that blasts our house record every time we use it. A program that even bucked a State Fair, on its first Sunday, and came out 'way ahead.

"We are referring to the special Short Subject Shows we have been presenting.

"Let the big house up the street, with its 15c balcony, be showing Hedy Lamarr and Robert Taylor. Let the rest of our immediate opposition be playing double features and features still on our advance booking register. In our own quiet way, we go right ahead and hang up the 25c sign at 6 o'clock. It makes no difference. People flock through the doors at a steady dollar-making clip, and even 'dead Monday' comes raucously to life.

"As you know, that admirable young lady down in your office, Mrs. Jon Dickinson, sits in with us a week or two in advance, and with her magic telephone summons forth everything from Donald Duck to the Captain and the Kids for our shows. We put this gala array of five cartoons, or four cartoons and a Charlie Chase or Edgar Kennedy two reeler, with our already scheduled feature, and naturally, get ready for the big day. So far, our business has showed the unusual increase of around 85 per cent.

"Speaking from my own personal experience, the lack of good short subjects on any program can easily be the reason that a feature fails to continue clicking after a successful opening. Movie patrons really like the feature picture, but that faint bad taste in their subconscious mouths, can easily prevent good word-of-mouth advertising.

"Here's to shorts and shorts, and more SHORTS!"

100,000 Dealers In Canada Dry In "Information Please" Tieup

Through a tie-in between RKO Pathe and Canada Dry a hundred thousand dealers in the latter's product have been notified of the "Information Please" screen series and new display material placed in their hands. Thus a basis for theatre-dealer cooperation throughout the country for this series has been established.

The first unit in the campaign is a folder mailed to the dealers and headed, "'Information Please' now on the screen at your favorite theatre." A section of the film from the initial screen short distributed by RKO Radio is attached to the folder which has a motion picture background throughout.

"Information Please" is now broadcast over more than 60 NBC stations. It reaches a radio audience of some eight million listeners every Tuesday evening. Hundreds of newspapers and such magazines as *Life, Readers' Digest, Ladies' Home Journal* and *Cosmopolitan* have carried feature stories about "Information Please."

Short Subject Reviews

WORLD OF 1960

Prod. No. 1971 *Interesting*

Col. Happy Hour No. 1 10 mins.

Comment: Designated as "interesting" because it is an adequate screen presentation of the futurama show of General Motors at the World's Fair. The show, which actually stole the World's Fair show, should be of widespread interest to the millions who have heard about but have not seen, and equally will appeal to those who got sore feet waiting to get in to see what they will enjoy recalling. Other than an actual shot showing the futurama is the GM show, there is no advertising. Sums up as a good 10-minute interlude particularly for a feature comedy bill.

Exploitation: Bear down on the World's Fair angle. Here in their own favorite theatre people can see what millions stood in line to get a glimpse of—the best show of the World's Fair in New York.

A BOY, A GUN, AND BIRDS

Prod. No. 1506 *Fair*

Col. Color Rhapsody 7 mins.

Comment: Cartoon about the little bird that is shot by the boy with his new gun, with results more sentimental than humorous. Animation is fair and the color good. Since there is a preachment against boys thoughtlessly shooting birds it will have some substance as film fare capable of bringing favorable comment from bird lovers.

Exploitation: Play up the Technicolor rendition of the modern fairy tale with a moral, and develop local interest via publicity about the birds owned by locals—via newspaper tieups featuring stories about people of the town and their pets. Wealth of good circulation-building material for newspapers in this angle.

THE FILM FAN

Prod. No. 5606 *Excellent*

Vita. Looney Tune No. 6 7 mins.

Comment: Porky Pig is on an errand for his mother, but a free show is too much to pass up, so he goes in. What happens inside the movie house makes this a highly entertaining cartoon—one that will keep your audiences chuckling. Leon Schlesinger produced.

Exploitation: As a special stunt, an hour's collection of the best of past Looney Tune cartoons to be shown at a special matinee at a special price should do well, if properly exploited. "The Film Fan" could be included in the group.

FRANCES CARROLL AND THE COQUETTES

Prod. No. 5505 *Just Filler*

Vita. Melody Masters No. 5 10 mins.

Comment: Frances Carroll and her all-girl orchestra dispense some novelty and swing tunes in a band setting. Viola Smith contributes a drum specialty, while Eunice Healy does a neat tap dance The finale, described by Miss Carroll as the orchestra's version of a swing number, is just about as noisy as the real thing. For average audiences, this is just a filler. The swing fans may enjoy it—if you permit them to cavort in the aisles. Roy Mack directed.

Exploitation: Mention it in your regular advertising.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 6)

CRITERION—Drunk Driving (MGM) rev. 10-28-39; Man of the Alps (Hoffberg).
GLOBE—The Green Hornet No. 9 (Univ.) rev. 12-2-39.
PARAMOUNT—Cuba (Para.); Judo Experts (Para.)
RADIO CITY MUSIC HALL—Officer Duck (RKO-Disney) rev. 9-16-39.
RIALTO—Mother Goose Goes Hollywood (RKO-Disney) rev. 10-22-38; The Silly Season (20th-Fox) rev. 11-18-39.
RIVOLI—Officer Duck (RKO) rev. 9-16-39; Sky Game (RKO-Pathe) rev. 12-23-39.
ROXY—A Dog in a Mansion (20th-Fox).
STRAND—One for the Book (Vita.) rev. 12-30-39; Screwball Football (Vita.) rev. 12-30-39; American Saddle Horses (Vita.) rev. 11-25-39.

Newsreel Theatre Makes Tieup On Subject, "Five Times Five"

The Telenews Theatre, San Francisco's new and only newsreel theatre, made a novel and effective tieup with the H. F. Budde Publications, newspaper publishers, for the Dionne short "Five Times Five." An episode in the short is a birthday party of the Quintuplets, who were born in May. Through the tie-up all five-year-olds born in May and their parents were guests of the newspaper and theatre.

All that was required for free admission was a note from parents giving the name of the child, the date of birth and the home address of the family. A pair of tickets was sent by return mail. They were good for any afternoon show.

Donald Duck Gets Editorial Break

Recently in an Amarillo, Texas, newspaper there appeared an editorial in praise of Walt Disney's creation, Donald Duck and all the other characters, what they mean now and what they will mean in the future of the world. George Tucker, manager of the Paramount, declares the editorial just naturally appeared without any persuasion on his part. While we don't doubt George at all, an exhibitor has to be liked by the editor just a little to get a swell break like that.

ANDY CLYDE GETS SPRING CHICKEN

Prod. No. 1426 *Mere Filler*

Col. All Star Comedy 18 mins.

Comment: Andy Clyde as a senile widower who gets thoughts of love in his head come every springtime. His wholesale courtship with duplicating proposal to a lot of girls takes a serious turn for him when it is discovered that he is wealthy and all the girls accept at once. Made on the penny-saved-penny-earned policy, the film has nothing in particular from a production standpoint and nothing at all from a standpoint of comedy incident and content.

Exploitation: Andy Clyde's name about only factor upon which selling efforts can be based.

GLOVE SLINGERS

Prod. No. 1425 *Good Slapstick*

Col. All Star Comedy 18 mins.

Comment: Noah Beery, Jr., as a husky who doesn't know his own strength. Shemp Howard as his uncle and Paul Hurst as a dumb ex-pug are on the look-out for a coming champ and find him in Noah, though the latter's mother doesn't want her boy to be a fighter. Big fight finds Noah pitted against brother of girl he loves. He wants to quit, but when he finds Howard has bet the month's rent on the outcome, he goes to work and slugs through triumphantly. It's good slam-bang comedy.

Exploitation: Routine notice via programs and newspaper "added attraction" can be supplemented by exhibits of punching bags or boxing gloves in merchant tieup windows.

"Gun Play" Receives Mention in Field and Stream; Good Tieup

"Gun Play," new Sportscope on the art of target-busting, receives mention four times in a recent issue of *Field and Stream*, national sportsmen's magazine. Three manufacturers of arms and ammunition, Remington, Western and Winchester, stress the value of the short in their advertisements. All three urge: "Be sure to ask your local theatre to book this picture."

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 6)

PARAMOUNT (No. 37)—President opens Congress; Bowl games from Coast to Coast.

MOVIETONE (Vol. 23, No. 34)—President opens Congress; Model plane contest in Miami; Philadelphia Mummers parade; U. S. Marine gun practice; Edison new Secretary of the Navy; Al Smith's birthday; Taft speaks on budget; Lew Lehr and ice water girls; Sugar Bowl game; Tennis in Australia; Sled dogs in New Hampshire; Skiing in Oregon.

NEWS OF THE DAY (Vol. 11, No. 232)—President opens Congress; Minneapolis hotel fire; Skiing in Oregon; California salutes 1940; Philadelphia Mummers parade; Model plane contest in Miami; Bowl games from Coast to Coast; Santa Anita racing starts.

PATHE (Vol. 11, No. 49)—President opens Congress; Russian building at Fair demolished; Edison new Secretary of the Navy; Bowl games from Coast to Coast.

UNIVERSAL (Vol. 11, No. 838)—President opens Congress; Garner visits F.D.R.; Edison new Secretary of the Navy; Minneapolis hotel fire; Bathing suit fashions; Philadelphia Mummers parade; Model plane contest in Miami; Orange Bowl and Sugar Bowl games.

(Released Wednesday, January 3)

PARAMOUNT (No. 36)—Social Security; French cadets graduate; New mobile airplane truck; Woolen fashions in England; East Side markets abolished; New optical instruments for soldiers; Skiing in New Hampshire; New Year's Eve celebrations.

MOVIETONE (Vol. 22, No. 33)—Sports Review of 1939; German freighter passes through Panama Canal; Commander Langsdorff laid to rest; Customers dance on ice in California; U. S. cavalry in action in Texas; Fashions from Paris; Lew Lehr and floating woman.

NEWS OF THE DAY (Vol. 11, No. 231)—Broadway gives New Year riotous welcome; Birthday party for Al Smith; Social Security checks go out to 900,000 eligibles; Opera stars sing at concert for Finland; Sports review of 1939.

PATHE (Vol. 11, No. 48)—War cargo ready for cash and carry; Opera stars sing for Finnish relief; Churches back Roosevelt's peace move; French West Point ready for war; Army speeds output of finest rifle; Best sports pictures of 1939.

UNIVERSAL (Vol. 12, No. 837)—Fame awaits crew of French destroyer; Mrs. Chamberlain reviews Women's Auxiliary Service; War cargo ready for cash and carry; Dimpled knees contest in Texas; W. C. Fields hailed as world's laziest golfer; Sport thrills of 1939.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Charles R. Rogers and his production staff moved over to the Columbia studio last week to start preparations for his first production on the new lot, "Jane Addams and Hull House", set to go before the cameras shortly. Cast and director will be announced within the next two weeks.

Walter Pidgeon was signed by Producer Joe Pasternak for the male lead in the new Deanna Durbin starrer, "It Happened In Kaloha", now before the cameras at Universal. Director William Seiter will shoot location scenes in Hidden Valley for several days before returning to the studio to start interiors.

Rudy Vallee, recently signed to a producer's contract by Republic, will check in on the lot on or before February 1, for his first assignment. Vallee is currently filling an engagement in Miami, where he opened Christmas night.

20th Century-Fox has set January 8 as the starting date of the Warner Baxter-Andrea Leeds co-starrer, "Earthbound", which Irving Pichel will direct. Miss Leeds will do "Earthbound" instead of "Maryland", for which she was originally signed.

Jean Cagney will have the feminine lead in the next J. Edgar Hoover story, "Woman From Hell", which Paramount has scheduled for early production. Robert Carson has been signed for the comedy lead and Paul Kelly for one of the top roles. James Hogan directs under the production wing of Edward T. Lowe.

Merle Oberon, who is starring at Warner Bros. with George Brent and Pat O'Brien in "We Shall Meet Again", has been signed by the studio for the leading role in "The Constant Nymph", being prepared for a late February starting date. Brent will probably be her leading man again.

Gary Cooper was out of the cast of "The Westerner" again because of the leg injury he suffered on location with the Samuel Goldwyn company at Goldwyn City, Arizona. Director William Wyler continues shooting around him as it is uncertain when he will return.

"Two Girls on Broadway", a dramatic story set to music against a modern backstage locale, gets under way next week at MGM with Lana Turner and George Murphy in the leading roles. The film will be produced by Jack Cummings with S. Sylvan Simon directing.

James Roosevelt started off his Globe Productions with the purchase of screen rights to "The Bat", the Mary Roberts Rinehart-Avery Hopwood Broadway stage hit. Present plans call for the picture to go into production around April 1.

Producer Harry Sherman finished his 30th picture for Paramount, "Hold Your Horses" last week. This is the last of the current "Hopalong Cassidys" and stars William Boyd with Russell Hayden in the top supporting role.

RKO's "Primrose Path", produced and directed by Gregory LaCava, has been held up for several days due to the illness of Joel McCrea. The picture, co-starring McCrea and Ginger Rogers, will be suspended until McCrea is well enough to report for work.

Madeleine Carroll and Louis Hayward, both of whom are now appearing in Edward Small's "My Son, My Son", will have the romantic leads in Cecil B. DeMille's forthcoming production of "North West Mounted Police" if a loanout deal for Hayward goes through. Hayward is under contract to Small.

Warner Bros. have signed Irene Hervey and Virginia Grey for featured roles in "Three Cheers for the Irish", now in production with a cast headed by Priscilla Lane, Thomas Mitchell, Dennis Morgan, Alan Hale, Henry Armetta and Ferike Boros. Miss Grey was borrowed from MGM.

Grover Jones, well known screen and radio writer, checked in at the Hal Roach studios to write comment that runs through "1,000,000 B. C." The film was directed by Roach and produced by D. W. Griffith and will be released through United Artists.



On the Set

Producer - Director Herbert Wilcox *checks the scripts of RKO Radio's "Irene" with* Alan Marshal *and* Ray Milland. *The two leading men appear with* Anna Neagle, *foremost British actress, who stars in the title role of this delightful comedy with music, screen version of the smash-hit stage production.*



Director in Conference

Edmund Goulding, *director, and* Hal B. Wallis, *executive producer for Warner Bros., confer on the set of "We Shall Meet Again".*

Lesser Signs Trio for "Our Town"

Fay Bainter, Gene Lockhart and Beulah Bondi were signed by Sol Lesser for featured roles in his film production of the Thorton Wilder Pulitzer Prize play, "Our Town", set to go before the cameras January 15 under the direction of Sam Wood.

Carrillo Teamed with Beery

Wallace Beery and Leo Carillo, who scored an outstanding hit together in "Viva Villa," will be teamed again in MGM's "Twenty Mule Team", which Walter Ruben will produce. Beery, who recently completed work in "Arouse and Beware", will start the new production on location in Death Valley within the next three weeks.

RKO Winds Up Two Pictures

Production on RKO's "Little Orvie", with a cast headed by Johnny Sheffield, Ernest True and Ann Todd and "Millionaire Playboy", the Joe Penner starrer, wound up last week at the Gower Street lot.

Loretta Young in "Bedtime Story"

Loretta Young will be signed by Columbia for the feminine lead opposite Cary Grant in "A Bedtime Story", which William Perlberg will produce. Shooting will start upon completion of Grant's current picture for RKO, "My Favorite Wife". Miss Young is also scheduled to do one for Universal in the near future.

Vivien Leigh Reports to MGM

Vivien Leigh reported to the MGM studios for conferences with Adrian on the dresses to be worn in her next picture, "Waterloo Bridge", set to start late this month. Mervyn LeRoy will direct under the production supervision of Sidney Franklin.



Just Before the Crash

With the aid of TOM BROWN, PEGGY MORAN *attempts to demonstrate that she can roller skate on the cement highway for a scene in Universal's. "Oh, Johnny, How You Can Love" . . . and then came the crash.*

Paramount, Sherman and Boyd Sign New Two-Year Contract

Following the signing of a new two-year contract between Producer HARRY SHERMAN and WILLIAM BOYD, Paramount announced a new deal with SHERMAN for the next two years. The Paramount-Sherman contract calls for the production of six "Hopalong Cassidy" features for next year as well as two ZANE GREY features and a "special", and a similar schedule for the following year.

It was announced that BOYD, already the highest paid western star of the screen, will receive a substantial increase in salary and that he will be permitted, between pictures, to make personal appearances in connection with "Hopalong Cassidy" pictures.

SHERMAN, who just completed his final picture for the 1939-40 program, will start immediately lining up story material for next year's product.

To Make Another Martin Musical

IRVING STARR was re-signed by Columbia to make another musical picture starring TONY MARTIN, which will go into production in March. STARR's first for Columbia, "Music in My Heart", was finished several weeks ago under the direction of JOSEPH SANTLEY and will be released next week.

John Payne Signed by 20th-Fox

JOHN PAYNE, formerly under contract to Warner Bros., has been signed by 20th Century-Fox for the male lead opposite LINDA DARNELL in "Twinkle, Twinkle, Little Star", set to go before the cameras this week under the direction of WALTER LANG. PAYNE will be remembered for his swell performance in Warners' "Garden of the Moon", in which he also demonstrated his singing ability.

Paramount to Star Susanna Foster

According to present plans, Paramount will star 14-year-old SUSANNA FOSTER in her next picture at the studio. The young songbird scored a sensational hit in her first film, "The Great Victor Herbert".

Price-Lindsay Teamed for "Gables"

Universal has set VINCENT PRICE and MARGARET LINDSAY for the top spots in their forthcoming production of "The House of the Seven Gables", scheduled to go into production within the next two weeks. JOE MAY will direct under the supervision of BURT KELLY.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Over to GENE AUTRY's to wish him our bestest for the New Year and found a crew of six, just opening up his holiday mail . . . a small matter of about 10,000 greetings. If GENE is not careful, Uncle Sam will be putting him on the Post Office Department payroll.

ALICE LAKE, MAE BUSCH and EVA NOVAK, three names that graced the marquees in the silent days, are working at Paramount as extras. The wheels of fortune sure move fast in Hollywood . . . but it will be "great" seeing the "oldtimers" back on the screen.

Ran into DICK (RICHARD to the gang over at MGM) PURCELL all steamed up over the swell break the studio is giving him. Don't be surprised if DICK is handed an "Oscar" for his work in that fine short, "Drunk Driving". Here's a wish from the "oldtimer"—bigger and better breaks for 1940.

By the time WILLIAM BOYD winds up his new two-year contract with HARRY SHERMAN, he will have completed 42 "Hopalong Cassidy" pictures . . . a new high in this or any other business. One thing can be said about the "Hopalongs", and that is that each one is an improvement on the previous film. Keep it up, boys.

The result of Exhibitor polls in STR and other trade papers, shows that outdoor pictures are the biggest money makers at the box offices of the nation . . . which proves that Americans like their entertainment on the red-blooded side. Come on, cowboy, ride 'em hard.

Hope ANNE SHIRLEY, Warners' latest choice for the feminine lead in "Married, Pretty and Poor", will stay "put" on the job. We wonder whether the big objection has been the married, the pretty or the poor . . . and you can leave the last one out.



How It Looks to the Director

That's what ANN SOTHERN *is learning here while Director* H. C. POTTER *stands aside. It is a scene on the set of "Congo Maisie" at MGM.* MISS SOTHERN *fills the title role, while* JOHN CARROLL *is her leading man.* RITA JOHNSON, SHEPPERD STRUDWICK *and* J. M. KERRIGAN *are prominently cast.* J. WALTER RUBEN *is producing the picture.*



By Plane to the Premiere

LANNY ROSS, *"Gulliver"*, JESSICA DRAGONETTE *and* TED HUSING *are shown above as they arrived at the Miami airport to attend the world premiere of Paramount's feature-length Technicolor production, "Gulliver's Travels".*

Nelson Eddy Signed for "I Married An Angel" and a New Contract

NELSON EDDY, MGM singing star currently appearing with JEANETTE MACDONALD in "New Moon", has been signed to a long-term contract by the studio. His first film under the new agreement will be "I Married an Angel", which will go into production following his return from a concert tour which begins early next month.

EDDY's most recent release was "Balalaika", in which he co-starred with ILONA MASSEY. Producer-director ROBERT LEONARD is committed to complete all shooting and recordings on "New Moon" before February 1, so that EDDY can start on his contracted concert tour.

Frank McDonald to Direct Autry

FRANK MCDONALD, who recently finished Republic's "Village Barn Dance", has been handed a new contract by the studio under which he will direct the future GENE AUTRY pictures, under Producer WILLIAM BERKE. MCDONALD starts preparations immediately for "Rancho Grande", AUTRY's next starrer, which will start around Feb. 1.

"Sea Hawk" Starts January 17

In order to permit Director MICHAEL CURTIZ and Star ERROL FLYNN to finish their work on "Virginia City", Warner Bros. have set back the starting date of "The Sea Hawk" to January 17. ANITA LOUISE, signed for the feminine lead opposite FLYNN, checked in at the studio for costume fittings and makeup tests.

Fleischer to Make Cartoon Feature As Follow-up to "Gulliver's Travels"

CAL HOWARD, animated cartoon artist, and PINTO COLVIG, gag man who was the voice of "Gabby" and "King Bombo" in "Gulliver's Travels", left for Miami, Fla. to join the force of Fleischer Studios on a follow-up full-length animated feature. HOWARD was also the voice and likeness of the Prince Charming in "Gulliver". The new feature is scheduled to go into work immediately.

RESPONSIBLE LEADERSHIP

EASTMAN'S negative films—*Plus-X*, *Super-XX*, *Background-X*—have special features that more than meet every contingency. This ability is backed up by unmatched photographic quality and unvarying uniformity, the vital factors in Eastman leadership for over fifty years. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

January 6, 1940

No Rash Promises

THERE'S an old, and most comforting, saying to the effect that good resolutions are made to be broken. A week ago we were all making 'em. And now that most of them have been broken, let's not be touchy about the subject, and admit they were a good idea. After all, most of them applied to purely personal behavior and so we've merely changed our own mind about matters that concern ourselves. But there's another type of resolution that has nothing to do with seasons or holidays or beginnings of new periods of time as calculated by calendar.

We can break our pledges to ourselves but we can't continue to prosper if we break pledges that involve our own good faith toward the public we serve. This particularly is so in connection with everything the theatreman does or plans to do. We would be a most prosperous person if we personally had a dollar for every resolution showmen have made to improve their service to the public over this past New Year's holiday.

What resolutions were made were and still are the private and personal business of everybody who made it or them. But we are sure that the theatre business over the country would register even greater strides toward prosperity if every showman who pledged to improve his service to the public carried out that pledge.

Perhaps a stock-taking that revealed delinquencies in both service and equipment was preliminary to many resolutions to improve this or replace that in the theatre itself. Well, it would be a good idea to bear in mind that such pledges are not merely personal affairs. No showman worth his salt is promising less than a delightful experience to the public invited to his theatre through his advertising and exploitation. That's a promise inherent in every poster display, every marquee light, every line of type in direct-by-mail or newspaper advertising. If the theatre and its service are not first-rate the promise is a rash one. Rash promises get people into trouble. That's worth remembering. It's also worth remembering that no matter how many improvements your theatre or service may require, they can't be made by merely thinking about them. There's an old Chinese proverb stating that "the journey of a thousand miles begins with one step." Take that first step—fix up what you can afford to fix up now, and the next thing as soon as you can, and the next, and the next. Sooner than now seems possible, your theatre will be all that you or the most exacting patron could demand.

These Theatres have installed AMERICAN Bodiform RESTFUL CHAIRS

Since these great theatre chairs first appeared *one year ago!*

Why not visit the theatre listed below which is nearest you? Ask the manager what he thinks about the American Bodiform Chairs. Then let us show you why.



NEW ENGLAND

PALACE.....Penacook, N. H.
OPERA HOUSE.....Bellows Falls, Vt.
BATES.....Attleboro, Mass.
MIDDLEBORO.....Middleboro, Mass.
GREENDALE.....Worcester, Mass.
AVON.....Stamford, Conn.
JEWETT.....Jewett, Conn.
PLAZA.....Windsor, Conn.
HIPPODROME.....Bridgeport, Conn.
WHITNEY.....Hamden, Conn.

NEW YORK

NEWSREEL.....New York City
STATE.....Endicott, N. Y.
CENTURY.....Buffalo, N. Y.
FLATBUSH.....Brooklyn, N. Y.
COURT HOUSE.....Watertown, N. Y.
CENTURY.....New York, N. Y.
RKO 81ST ST.....New York, N. Y.
NEW THEATRE.....New York, N. Y.
CHANCELLOR'S HALL.....Albany, N. Y.
RIVIERA.....Syracuse, N. Y.
STRAND.....Brooklyn, N. Y.
NEW THEATRE.....New York City

MIDDLE EAST

STONEHURST.....Upper Darby, Pa.
MACK.....Chester, Pa.
MILE.....Bethlehem, Pa.
FOX.....Philadelphia, Pa.
MET.....Oxford, Pa.
OPERA HOUSE.....Waynesburg, Pa.
PENN.....West Reading, Pa.
PALACE.....Pittsburgh, Pa.
SHORE.....Wildwood, N. J.
ADAMS.....Newark, N. J.
CAMEO.....Newark, N. J.
TOWERS.....Camden, N. J.
ALVIN.....Guttenberg, N. J.
FAIR LAWN.....Washington, D. C.
EARLE.....Washington, D. C.

SOUTH EAST

MILLWALD.....Wytheville, Va.
COLONY.....Portsmouth, Va.
LYNWOOD.....Grundy, Va.
BUCKINGHAM.....Arlington, Va.
NEW THEATRE.....Pearisburg, Va.
NEW THEATRE.....Danville, Va.
ROBINSON-GRAND...Clarksburg, W. Va.
BROWNS...Cabin Creek, W. Va.
CAPITOL.....Wheeling, W. Va.
PLEASANT VALLEY
Wheeling, W. Va.

SOUTH EAST (Continued)

PARKER.....Parkersburg, W. Va.
NEW THEATRE.....Marmet, W. Va.
LIBERTY.....Whitesville, W. Va.
STATE.....Bethesda, Md.
HYATTSVILLE.....Hyattsville, Md.
RIALTO.....Atlanta, Ga.
DUNCAN HALL.....Auburn, Ala.
MADISON.....Memphis, Tenn.
MINOSA.....Morgantown, N. C.
BROWARD.....Ft. Lauderdale, Fla.
NEW THEATRE.....Lake Worth, Fla.
PALACE.....Leesburg, Fla.
NEW SPARKS.....Winter Park, Fla.

MIDDLE WEST

VALENTINE.....Defiance, Ohio
MADISON.....Cincinnati, Ohio
FOREST.....Cincinnati, Ohio
RKO SCHUBERT.....Cincinnati, Ohio
RKO PALACE.....Cincinnati, Ohio
GRANADA.....Cleveland, Ohio
RKO KEITHS.....Dayton, Ohio
RKO GRAND.....Cincinnati, Ohio
TIMES.....Cincinnati, Ohio
MT. LOOKOUT.....Cincinnati, Ohio
SHEA'S PALACE.....Ashtabula, Ohio
RKO KEITHS.....Dayton, Ohio
HINES.....Portland, Ind.
STRAND.....Shelbyville, Ind.
PARK.....Indianapolis, Ind.
ALHAMBRA.....Shelbyville, Ind.
ILLINOIS.....Jacksonville, Ill.
STATE.....Quincy, Ill.
RKO VIRGINIA.....Champaign, Ill.
FAMILY.....North Branch, Ill.
NEWSREEL.....Chicago, Ill.
LINCOLN.....Belleville, Ill.
FOUR STAR.....Grand Rapids, Mich.
CENTER.....Cadillac, Mich
SENATE.....Detroit, Mich.
MARSHALL.....Marshall, Mich.
OZ THEATRE.....Fremont, Mich.
COZY.....Decatur, Mich.
COMMUNITY.....Harbor Beach, Mich.
REGENT.....Muskegon, Mich.
MAXINE.....Croswell, Mich.
REGENT.....Allegan, Mich.
GARDEN.....Flint, Mich.
GLADMER.....Lansing, Mich.
SUN.....Bangor, Mich.
NORTHTOWN.....Lansing, Mich.
REGENT.....Flint, Mich.
WESTOWN.....Lansing, Mich.
STRAND.....Holland, Mich.
NORTOWN.....Flint, Mich.

MIDDLE WEST (Continued)

LYRIC.Traverse City, Mich.
HARPER.....Detroit, Mich.
MACK-UPTOWN
Detroit, Mich.
UNIVERSITY
Ann Arbor, Mich.
GRAND...Crookston, Minn.
LUX.....Perham, Minn.
MAIN STREET
Sauk Center, Minn.
AMERICAN LEGION
Gaylord, Minn.
CRYSTAL....Glencoe, Minn.
ARROWHEAD
Omamia, Minn.
AVALON
White Bear Lake, Minn.
PIX.....Sleepy Eye, Minn.
CANBY.....Canby, Minn.
MADELIA...Madelia, Minn.
HOLLYWOOD.....Tracy, Minn.
VOGUE.....St. Mathews, Ky.
LIBERTY.....Lincoln, Nebr.
BROADWAY.....Cape Girardeau, Mo.
ISIS.....Kansas City, Mo.
AUDITORIUM.....Marshall, Mo.
PAGEANT.....St. Louis, Mo.
PLAZA.....Kansas City, Mo.
DE GRAW.....Brookfield, Mo.
RIVERVIEW.....St. Louis, Mo.
PALACE.....Wichita, Kans.
MILLER.....Wichita, Kans.
JULIAR.....Baraboo, Wis.
MODJESKA.....Milwaukee, Wis.
PLAZA.....Dyersville, Ia.
HARDACRE.....Tipton, Ia.
PALACE.....Cedar Rapids, Ia.
WAMPAS.....Keosauqua, Ia.
RIALTO.....Pocahontas, Ia.
PALACE.....Muscatine, Ia.

WEST

NEW FOX.....Sterling, Colo.
BROADWAY.....Denver, Colo.
COURT HOUSE.....Denver, Colo.
FOX.....Longmont, Colo.
GRANADA.....Monte Vista, Colo.
PIONEER.....Lamar, Colo.
SALIDA.....Salida, Colo.
PANTAGES.....Sioux Falls, S. D.
GRAND.....Lemmon, S. D.

SOUTHWEST

TEXAS.....Wapahachie, Tex.
ROSEWIN.....Dallas, Tex.
PALACE.....Marlin, Tex.
MAJESTIC.....Houston, Tex.
GRAND.....Cooper, Tex.
TEXAS.....Sherman, Tex.
NAVAWAY.....Houston, Tex.
RIVER OAKS.....Houston, Tex.
RITZ.....Blytheville, Ark.
DUNCAN.....Duncan, Ariz.
CLOVIS.....Clovis, N. M.
FOX MISSION.....Mesilla Park, N. M.

CALIFORNIA

LA REINA.....Van Nuys
MERALTA.....Los Angeles
HARVEY.....San Francisco
STATE.....Long Beach
BRAYTON.....Long Beach
DE ANZA.....Riverside
NEWS REEL.....San Francisco
PARAMOUNT.....Los Angeles
PORTER.....Woodland
GLENDALE.....Glendale
FOX.....Palo Alto
ACADEMY.....Inglewood
TOWER.....Fresno
LOS ANGELES.....Los Angeles
VENTURA.....Ventura
FOX ORPHEUM.....Oakland
MAYWOOD.....Los Angeles
RIVER.....Oildale

NORTHWEST

DIKON.....Wapato, Wash.
STATE.....Spokane, Wash.
LIBERTY.....LaGrande, Ore.
ROXY.....Fargo, N. D.
MUNROE.....Rolla, N. D.
GRAND.....Oakes, N. D.
WALHALLA.....Walhalla, N. D.
STATE.....Bottineau, N. D.
FOX.....Helena, Mont.
FOX BABCOCK.....Billings, Mont.
LIBERTY.....Great Falls, Mont.
CASTLE.....Newcastle, Wyo.
EMPRESS.....Laramie, Wyo.

EXPORT

ROYAL.....Trinidad, Spain
CINE AVENIDA.....Lima, Peru
NEW THEATRE.....Montreal, Canada
PRINCESS.....Sault Ste. Marie, Canada
RIVIERA.....San Juan, P. R.
MADELLO.....San Juan, P. R.
PYLON.....Toronto, Ont., Can-
ROXY.....San Juan, P. R.
20TH CENTURY.....Juneau, Alaska
NEW THEATRE.....Havana, Cuba
MATIENZO.....San Juan, P. R.
NEW THEATRE..Montreal, Ont., Canada

In addition to the theatres listed, American Bodiform chairs are installed in 47 school and other auditoriums.

American Seating Company
GRAND RAPIDS, MICHIGAN
Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating
Branch Offices and Distributors in Principal Cities

Beauty and Luxury In Hyattsville Theatre



Exterior of the Hyattsville Theatre on Washington-Baltimore Boulevard.



The auditorium features the luxury note with American Bodiform chairs.

BEAUTY and comfort are the keynotes of the Globe Amusement Company's new Hyattsville Theatre which was opened recently in Hyattsville, Maryland, by Sidney Lust, veteran motion picture exhibitor and operator of a chain of theatres in the Washington-Baltimore district and in nearby communities. With the attractively landscaped foreground affording a continental atmosphere, the theatre's unusual semi-circular entrance is set back 40 feet from the Washington-Baltimore Boulevard. The theatre was designed by John Eberson, New York architect. Its front is patterned after some of the modern theatres in principal European cities.

Useful for something besides a decorative purpose, the landscaping also is employed as a safety measure to afford patrons time to orient themselves after leaving the theatre in search of their cars or their companions.

The facade is rounded, and executed in cream-colored face-brick, with black bands. Designed as a part of the facade, following the curves of the front elevation, the marquee's fluted base supports the giant neon name sign which is executed in script lettering. The main entrance is subdivided into four pairs of entrance doors, flanked by two sets of beautifully decorated display frames.

Well Equipped Box Office

With a facing of imported Italian marble, with metal sashing, the box office is heated, ventilated and equipped with the latest type ticket vending and money changing machines, offering the utmost comfort to the cashiers.

Heralding in a convenient and efficient manner the theatre's attractions, two novel "island" changeable letter signs are located on each side of the approach. They are easily visible to passing motorists and pedestrians alike.

Inheriting its shape from the rounded facade, the lobby is functional in every respect. Handsomely wrought iron rails guide the patrons, without confusion, to the auditorium doors. Floodlighted display frames are featured in the lobby, together with indirect cove lighting. From the center of the lobby ceiling is suspended an elaborate and unusual lighting fixture. Colorful perforated rubber mats ease the entrance into the theatre itself.

One of the largest and most serviceable "standee" spaces in the Washington area is boasted by the Hyattsville Theatre. It is richly carpeted. The retiring rooms are immediately off the foyer. With walls covered with beautiful damask, the men's and ladies' lounges are attractively decorated. So as to give patrons conversational liberty without disturbing the performance, both rooms are soundproofed. Said to embrace the very latest improvements in sanitary engineering, the lavatories are "air-conditioned."

Seating approximately 850 people on one floor, the auditorium has a scientifically designed bowl, offering perfect sight lines from every seat. Furthermore, it has been given special acoustical treatment. A large air space separates the outside walls from the metal frames that support rockwool mats, which in turn are covered with gold-covered damask fabric.

Chairs Are Luxurious

The luxury note is emphasized in the seating accommodations. All chairs are of the Bodiform model manufactured by American Seating Company.

The principal color scheme employed in the decorations is comprised of gold, old rose and midnight blue in its various shades and harmonious gradings. Warmth and friendliness prevail in the color scheme in the rear of the house, while the front, near the proscenium arch, finds a darker blending of colors which add to eye comfort when viewing the screen presentation.



Entrance lobby of the Hyattsville Theatre.

To insure perfect reproduction, the Hyattsville is equipped with the most advanced type of sound equipment. The Motiograph projection machines are of the newest design, while the specially designed Westinghouse air-conditioning plant, under thermostatic control, insures a uniformly delightful temperature in all parts of the house, regardless of outside weather conditions.

Hollingsworth's New Pix Elicits Widespread Interest

The article and photographs on the new Pix Theatre, Beatrice, Neb., which appeared in the December 9 Equipment Section of this magazine has elicited much interest from exhibitors, circuit heads, architects and others throughout the country. The remodeled house, most of them declare, is one of the foremost examples of architecture and should, in their opinion, inspire others whose theatres are "ripe" for a complete overhauling.



F. E. Hollingsworth

Perhaps something should be said of the man behind the remodeling of the Pix—its owner and also owner of the Rialto in the same city and the Grand at Wymore—F. E. Hollingsworth. With his wife, whose aid and counsel he values highly, Hollingsworth remodeled and opened the Rialto seven years ago as a second-run house in Beatrice, a community with a population of approximately 10,000.

Came 1935, and with it the building of the Grand Theatre at Wymore. Then last year, on October 23, the Hollingsworths opened their second theatre in Beatrice, the Pix, as a first-run house.

R. S. Ballantyne of Scott Ballantyne Company, Omaha, was the architect responsible for the plans and design of the new 525-seat house.

SAVE MONEY *and* IMPROVE EQUIPMENT

Here is a Practical Plan for Improving the Quality of Picture Projection

CONTINUING the consideration of pictorial value and its box office importance for the modern theatre which appeared on this page last month, motion picture photography has grown to its present emphasis on sheer beauty through several stages. Pure eye appeal is the style today; many scenes which last only a few seconds are composed with all the care and skill that an artist puts into grouping the elements of a painting. Full color is often used, and in addition black and white scenes are often tinted or toned to indicate a change of mood. This is done so subtly that the uncritical observer feels the change without noticing that the shade of screen light has changed, for example, from brown tones to gray ones.

These expensive efforts at eye appeal cannot pay for themselves at the box office if the projection equipment is not able to reproduce them effectively, yet many showmen feel discouraged when they compare what they would like to do to their projection rooms with the funds available for projection improvements.

The fact is, however, that the beauty of modern pictures, like the appeal of modern sound, sometimes is lost through a single bottle-neck, so to speak, in the equipment, with the result that a comparatively inexpensive adjustment will give, if not a perfect picture, at least one that is greatly superior. The writer recently encountered a theatre where the picture looked rather poor, and the manager said all his equipment was old, and income simply didn't permit doing a thorough job of replacements. Inspection showed he didn't need a thorough job. His projectionists were thoroughly competent. They'd "been tellin' the boss" but he didn't believe them. New aperture guides in the projectors, a new mirror in one lamphouse and a new screen caused that manager to say he could hardly believe he was in his own theatre.

"Bottle-Necks" Affect Quality

"Bottle-necks" that rob the film of the pictorial quality it might otherwise display, exist in many theatres. Often they are not one, but several, and the practical problem is which to attack first.

As a general rule, subject to many exceptions, it is best to make the permanent improvement first. As a common case, consider a projector head in some need of repairs, and a projection base of the old type, not very steady, both combining to produce an unsteady screen image which is hard on the eyes. Overhauling the projector will produce some improvement, but the unsteady pedestal will remain until the projection room budget has grown again to permit the next improvement. Then, by the time new bases are installed, the projectors will have worn somewhat, and the picture still will not be as good as it might be; but if the bases are replaced first, subsequent repair of the projectors will then produce a really steady image.

STR stressed this point in its issue of December 9, noting that if the lamphouse is antiquated and the screen soiled, putting in a new screen first and new lamps later means that by the time the lamps are installed the new screen has somewhat deteriorated, with the result that the best possible lighting is never obtained; whereas if the lamps are installed first and the screen afterward the end of the job will leave a really brilliant picture.

The general rule of making permanent improvements first is, however, subject to important exceptions. In the case of a projector in poor repair working on an unsteady base, it is advisable to replace the base first only if the projector is still good enough to stand up and keep the show running until a new budget allotment becomes available. Otherwise, putting in the base first may mean that in the interim the projector will have ruined itself beyond repair, or at best may mean repeated breaks in the show during the time of waiting. The rule cited should always be considered in planning any projection room improvements, and applied when there are no strong counter-indications.

A second excellent rule is that of first making those improvements which result in a reduction of operating costs, since the sums saved on current, etc., can be applied to shortening the interval before making the next improvement.

Count Cost of Current and Carbons

In this connection a third rule suggests itself—in all problems that involve screen lighting, remember to count in the cost of current and of carbons. Over a period of time they add up to considerable sums.

Another point often overlooked, is that the projection room itself—its walls, its floor and even its atmosphere, as will be seen, are part of the projection machinery. For example, if the focus of the picture is not very sharp, and if the front wall of the projection room is painted white and improperly illuminated, it may be better to pay for repainting and shielded lighting fixtures than to repair small flaws in the projector. If the projectionists cannot observe the screen closely, because of poor working conditions, they will not be able to keep the picture in perfect focus at all times with any equipment. Similarly if the floor is uncovered cement, if the lamphouses are not vented out-of-doors, the air is going to be filled with fine dust which settles in projection and sound apparatus and eventually makes repairs necessary; under some circumstances getting rid of that dust by venting the lamps and laying linoleum may be more important than any other repair for the time being.

Picture brilliance is most easily (but most expensively) improved by using more current at the arc; it is also improved by better lamps, better current converting equipment, better reflectors or condensers and a cleaner screen, all of which are less expensive in the long run, because they give greater efficiency for the current consumed. As a temporary measure it may be desirable to jack up the current consumption and put in, perhaps, new reflectors, which cost little, in order to get a better picture for the time being, cutting down on current again as rapidly as the budget allows replacing converter, lamp houses and screen.

Here is an excellent example of the desirability of setting up a projection improvement budget in advance of needs. With such a budget, when a new lamp or other device becomes desirable it can be bought at once, and current drain cut immediately. Without such a budget excessive current costs must continue until funds for the new lamp equipment are accumulated, resulting in a net loss of money. Subject to individual exceptions as already noted, the order of replacements in improving lighting conditions should be: power source, lamp house, screen. This assumes that the existing power source will be inadequate for the new lamps. If such is not the case the preferable order will be lamps, screen, power source.

Unsteadiness of the pictures may result from defects in the projector mechanism too numerous to list in detail, which will here be grouped under the heading of "projector flaws." Some of these may be so slight, and improvement of them may make so great a difference in screen results, as to make projector improvement desirable as a first step regardless of other conditions needing attention. An inadequate pedestal is the other chief cause of projection unsteadiness.

The fact that projector flaws can very often be repaired in the projection room, as a routine job involving no cost beyond the price of replacement parts, tends to concentrate attention on them as being a sole cause for picture unsteadiness, and similarly tends to throw unjust blame on the projection crew whenever the image appears imperfect.

Good Focus Easy To Get

Good picture focus (assuming proper lenses have been installed) is largely a matter of minor projection flaws and working conditions enabling the crew to watch the screen closely. In theatres with a long throw, a pair of good binoculars represent a valuable investment, since they enable the projectionist to see the screen as it looks from the front seats. Some of the better theatres make binoculars (good ones) a regular part of the projection room equipment.

The commonest breakdown to which the theatre is subject is not caused directly by failure of any machinery, but by film breakage which is traceable to a defect in the machinery. In some situations new projector reels or a new rewind may constitute improvements more important than further refinement of the results obtained when the picture does run.

Because individual projection room conditions vary so widely, few general rules of procedure can be suggested that apply in all instances.

One procedure, however, is universally desirable and adapted to all situations. That is building up a projection improvement budget in advance.

MORAL IN RHYTHM

His patrons stay throughout the show;
He thinks his duals are treats;
But so cold is it in the place
The folks freeze to the seats.

The Strong Mogul



HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMP

- Projects a tremendously increased volume of light at a lower cost per light unit.
- Strong guaranteed products are your guide to better projection.
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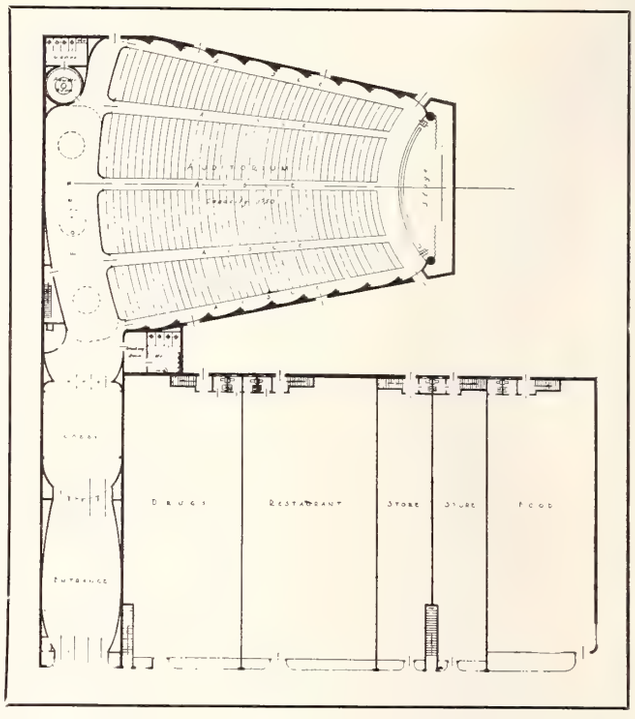
The Motion Picture Theatre of Tomorrow

Period of Gilt and Garishness Gone To Be Placed By Simple Modernity

By
MICHAEL J. DE ANGELIS
Architect



Michael J. De Angelis



Floor plan of theatre to be built by the Shea interests in Buffalo. Auditorium follows the Continental style with lines converging to the stage and screen. The auditorium is partitioned from floor to ceiling, with doors opening into the auditorium from the oval shaped foyer, which affords ample space for accommodation of patrons entering and leaving the theatre. Seating capacity is 1750—all seats being on one floor. Indirect vertical lighting is a feature of the auditorium.

THE theatre has a history that dates back centuries. But the theatre of today is so far removed in its essentials to say nothing of the art it presents that there's no sound reason why ancient ideas should go on finding traditional expression in theatres we build now and will build in the near future.

Greek and Roman amphitheatres were the forerunners of the thetres that were to be built later. As time passed theatres became more garish and gilded, and later the architects embellished them still more with decorative gadgets and detail, although some progress was made to improve the sight lines and seating arrangement. As time went on theatre design reached a very ornate period—which brings us up to 1929 with its flambuoyant, and expensive, decoration. (Incidentally, I was among those who were under the florid spell of those opulent times and designed a few of them myself.) The owners as well as the architects wanted color, heavy ornament, period architecture, gold, red—all the colors of the rainbow were used.

I'll frankly admit that some of these theatres were very beautifully decorated and constructed. But what about the cost?

Beginning of a New Era

Then came the dawn of a new day. Mostly it seemed like the blackness of an unwanted night with its nightmare of crashes and bursting bubbles. Like every other business the theatre industry was terribly hard hit and new theatre building came to a standstill. But the blow, severe and deeply wounding, did not suffice to slay enterprise.

Came, through a long process of recovery, a re-awakened interest in putting the theatres back on their feet, so to say, and exhibitors began to get interested again in new enterprise and new theatre building. For theatres were still part of the daily life of the masses. A slight building boom started. It came along slowly, but momentum gathered. But it was a revival that called for something entirely different from the type of house that had been built during the boom times.

Theatre architects were up against a real problem. It's much easier to get effects by liberal use of ornamentation and expensive gadgets than by simplicity of design and sharp cutting of costs. But the theatreman's purse strings were tightened up this time, and he wanted—had to have—beauty and comfort at low cost.

Some theatre architects (especially the younger ones) took to this like a duck to water, possibly because they had less to forget, had not, through long association, grown too attached to those "good old days." The result has been an entirely new type of theatre realized because of necessity; based wholly upon the special needs of motion pictures, and departing from some of the chief traditions that had clung to the theatre from the ancient amphitheatres.

Not only the architects specializing in theatres, but theatremen as well are delighted with what has come out of this new trend. For we now get simple and pleasing lines for much reduced construction costs. This is due greatly to improved materials which enables architects to build theatres at fractions of the former cost for equivalent capacity and effectiveness. Most important of all is the reaction of the public to this new, simple approach to colorful and interesting effect. Indeed, I believe that if an architect today were to revert to the old gaudy type of house (providing any showman could be found to want such a thing) the public would stay away in such throngs that the hapless owner and architect responsible for it would be a laughing-stock.

Decries Cheap Imitations

For my own part I don't think we have gone far enough in a direction that seems to be proved the right one. In my travels about the country I have been surprised many times and astonished several times at the amount of new theatres that are being remodeled to look not too unlike cheap imitations of the richly garish theatres of the past. And especially amazing is it to find that not a few of these are theatres whose owners are large circuit operators—who, above all people, should know better. However, in this I don't think we can allow the designer to go blameless. In some cases it is plainly a matter of the designer not knowing when to stop. He seems to have too much regard for older ideas and not enough for some of the advanced innovations of the younger men and times.

The theatreman of today, it seems to me, shows a most cooperative spirit so far as the architect is concerned. He is leaving the design to the architect and perhaps more today than in the past, the architect must assume the responsibility for theatres which are being built.

One of the factors for which architects must thank those who develop technic and materials, is the lighting which today is a great instrument for accomplishing pleasing effect at low cost. To take full advantage of this the architect must give more attention to design for lighting's full employment than in some cases seems to be present in design. The day of the bare mazda lamp is gone. More striking effects can be had with lighting today than were possible with all the ornamentation of the gaudy era of design.

Planning Has Been Improved

The planning of the theatre has been greatly improved. This has come about as a result of the necessity of reducing construction costs. The old box-like theatre long ago should have been discarded. It simply does not belong today, since it costs more to construct and does not serve the purposes of the modern screen, or stage, presentation. The so-called functional design of the Continental type is far superior. In this the lines converge toward the stage, with greater width at the entrance or front of the theatre. Theoretically and practically this design focuses attention on the stage or screen, and at the same time eliminates a great many dead seats on sides—the enclosure of which costs dollars for construction and materials and results in waste space. Improvement also has been made in the plan of entrances and foyers, which now are more pleasing as well as more suited to the requirements of handling the public at show breaks and at peak attendance times.

All this, I believe, is just the beginning of a new day for the practically designed theatre for motion pictures and such stage presentations as accompany them. It represents an auspicious beginning toward a future bright with possibilities. What new goals will be reached only the future can tell. But I am confident that the results will fully justify present efforts by progressives among the theatremen and the theatre architects to give the theatre-going public the very best.

Here it is.... The IRWIN CRUSADER

an Outstanding Achievement in Modern Theater Seating





If you're thinking of theatre chairs for either a new theatre or a remodeling project, here's a bet you certainly should not miss. Compared on all points—beauty, comfort, convenience and durability—it is in our opinion by far the most theatre chair that has even been wrapped up in one package.

Design and color schemes available are beautifully correlated, with seat buckets embossed and finished to match aisle standards. Equipped with seats and backs that are simply luxurious—steel back panel with protecting aluminum rim, self-rising seat, jar-proof compensating hinges and many other structural superiorities. See it. Sit in it. Then you're bound to agree that it is the last word in modern theatre seating—the best dividend producing investment you could possibly make.

The CRUSADER is now on display at National Theatre Supply Company Branches; and on the Pacific Coast at Theatre Utilities Service Co., Portland; Smith Theatre Supply Co., Spokane; Walter G. Preddy, San Francisco; John P. Filbert Co., Los Angeles.

Complete details sent on request.

IRWIN Seating Company

GRAND RAPIDS • MICHIGAN

Telephone Offers Chance To Build, Hold Good Will

THEATRE managers know that courtesy to patrons helps to promote increased and regular attendance. Serious thought should be given to the manner of answering the telephone. For here the personal voice to voice contacts with numerous callers—most of them present or prospective patrons—offer one of the chief opportunities for building and holding good will.

Abrupt, hurried answers and such old-fashioned and indefinite expressions as "hello" and "yes" should be avoided. The best way to answer the telephone is to identify the theatre immediately as, for example, "Atlas Theatre, good evening." Speak distinctly and directly into the transmitter. And be sure that the tone of your voice is pleasant—a "voice with a smile." The caller will feel at once that he is receiving courteous, friendly and full attention.

Most calls are undoubtedly from those wanting to know what pictures are being shown, and what time the main feature begins. The weekly schedule of pictures should be available to the telephone operator for quick reference. In answering so many calls with the same information, the natural tendency is to slur over the titles and the names of the actors. Remember that the caller is not as familiar with the pictures. A distinct answer in the first place requires no repetition. Important to many patrons is the time the main feature is shown, and this might well be given even if not requested. It will be appreciated.

Even though you answer the telephone courteously and pleasantly, if you don't answer it promptly the impression you wish to give is lessened and perhaps lost. People, including yourself, don't like to be kept waiting. If they are frequently kept waiting because your line is busy, it's better to provide another telephone and someone to answer it than to have prospective patrons grow impatient and turn elsewhere for their entertainment.



The Wrong and Right Ways

Left, above, shows incorrect use of the telephone. Nobody likes to repeat over the telephone. You may have to, and will lose time and make an unpleasant impression, if you hold the telephone too far away. At the right is the correct way. Speak directly into the mouthpiece—your lips not more than ½ inch away. Speak distinctly and in a normal tone.

At the end of the conversation make your part of it complete by a courteous "goodbye," or by a pleasant "you're welcome" to the caller's "thank you."

And then replace the receiver gently. Slamming it back in place transmits an irritating sound to the caller.

Make the good impression over the telephone that brings a pleasant response. Your telephone can well be an important doorway towards increased patronage for your theatre.

Cashier and Doorman Most Important of Your Employes

CONTINUING our series of articles on service in the theatre, culled from Rudy Kuehn's manual of service, this month we give our attention to service employes other than the ushers to whose duties the previous articles have been devoted.

When choosing a cashier, neatness, attractiveness and a pleasing personality are important qualifications in addition to intelligence and the ability to handle money, make change, answer questions, etc. Cashiers should be admonished not to use too much makeup nor to wear eye-attracting jewelry. They should not smoke, eat, drink or chew gum while on duty in the box office. And another important don't is that the cashier should under no circumstances have a book, magazine or newspaper in the box office. If she has so little to do that she has time to read, you should either redouble your selling efforts, or give her some work to do like filling program envelopes or folding or addressing programs or heralds.

In addition to having the box office neat and clean at all times, the cashier should be sure never to display any large amounts of money. When changing a bill of any denomination, the cashier should give change and tickets to the patron before putting the bill away, in order to avoid possible disputes as to the amount of change to be expected and so on.

No one should be permitted in the box office at any time. The presence of some one standing behind the cashier is distracting to the cashier and the patron.

While individual systems may differ, the cashier will in any event be required to fill out some kind of forms showing opening and closing numbers, number of tickets sold, etc. This should be done when no patrons are at the window and should never be left so that it can be seen from the outside. Except on specific instructions of the manager, the cashier should never reveal the number of tickets sold to anyone (such as checkers, etc.) regardless of what may be apparently bona fide authority to do so.

"Thank you" should be said to each ticket buyer as he leaves the window and in the case of patrons leaving change, etc., the cashier should make every effort to attract the patron's attention without leaving the box office. Should the patron leave, the cashier should call an usher and describe the patron to him.

Many theatres consider it advisable to have cashiers wear some kind of smock while on duty in the box office. This makes for a certain uniformity and avoids the danger of the cashier wearing flashy clothing or jewelry which might show.

Duties of the Doorman

The basic duties of a doorman are to take tickets at the door. However, in practically every theatre, the doorman has certain other duties which he must perform should occasion arise.

Tact and diplomacy in large measure are required of the doorman, for it is at his post that most of the disputes take place in a theatre. The doorman must be taught how to tactfully stop patrons with an insufficient number of tickets. This will occur often when a man purchases tickets for a family group and inadvertently omits someone. The doorman must also know how to handle children who are well past the age for children's tickets and attempt to obtain entrance on them; how to handle parents attempting to bring in over-age children on child's tickets and that all children must have tickets regardless of age, etc.

We once knew a doorman who kept a card file of children around the age of 12, but in most cases this would be a bit impractical. Many theatremen have various ideas on how to handle this vexing question. One of the best solutions we have heard is that of issuing to the schools cards to be given to every student in grammar school up to the eighth grade. Presentation of this card admits the student without question on a child's ticket. While some of them will be over 12, this number will be counterbalanced by the high school kids who have been getting away on children's tickets. The cards given to the school are numbered and a record of the numbers kept in the theatre so that cards which have been lost can be checked up.

He Should Have a Schedule

The doorman must have a schedule of the show on hand at all times and be able to answer patrons' inquiries promptly and cheerfully. The doorman should also know the seating conditions at all times so as to be able to answer patrons' queries on whether or not there are seats.

Each ticket that the doorman receives should be torn in half and one half given to the patron with a "Thank you" while the other half is dropped into a box provided for the purpose.

There should be some sort of system so that the doorman may signal for an usher whenever someone wants to see the manager or any one else but does not have a ticket. The doorman in many theatres is required to keep a list of all persons passed into the theatre without tickets, such as policemen, home office men, etc.

It is advisable that before being given a post as doorman, the candidate should have training as an usher.

Announcing ... THE SMART NEW

IDEAL Streamliners

PATENTS PENDING

★ *The Aristocrat* (shown)

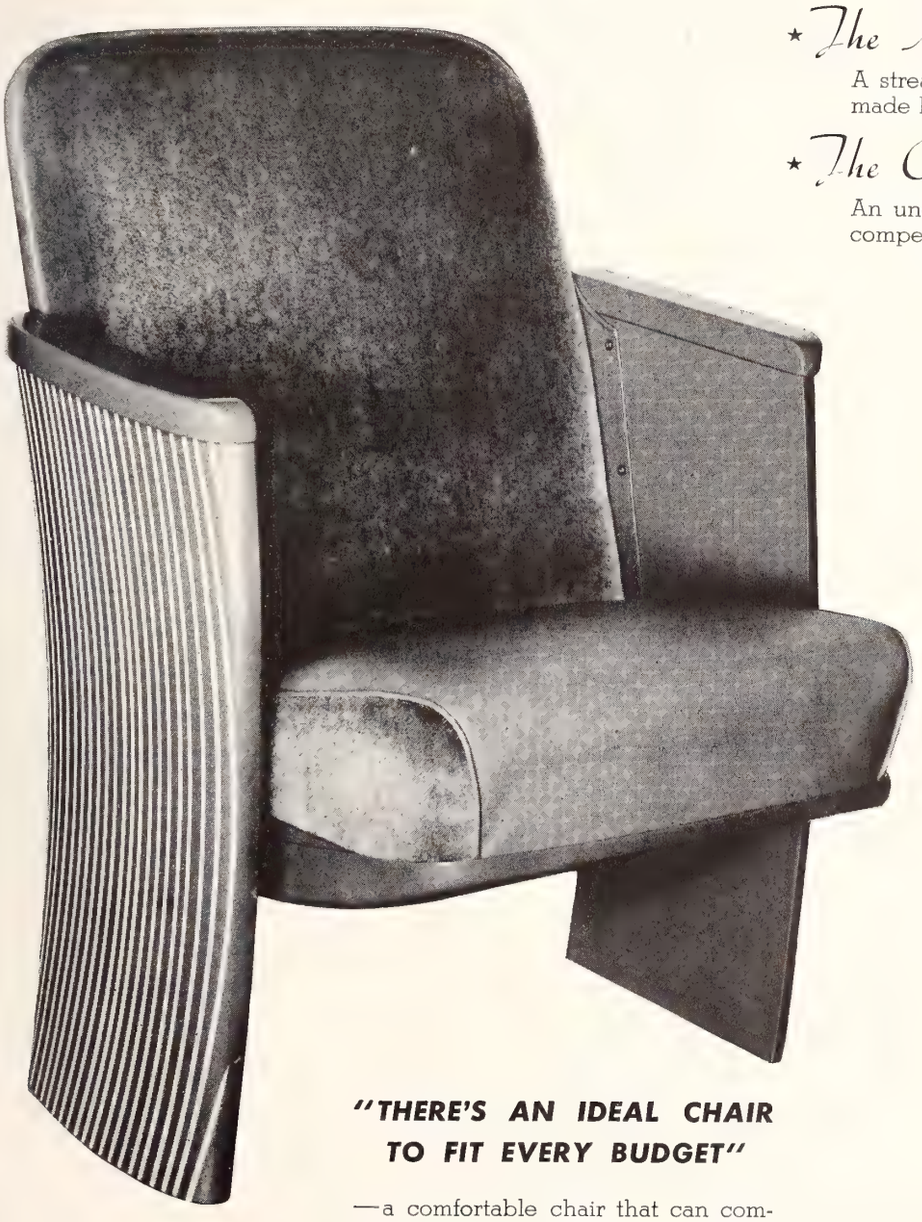
Truly the Aristocrat of Theatre Chairs.

★ *The Mercury*

A streamlined edition of the chair that has made history.

★ *The Challenger*

An unsurpassed value which challenges all competition.



"THERE'S AN IDEAL CHAIR TO FIT EVERY BUDGET"

—a comfortable chair that can compete with those beside the thousands of radios in your community . . . a chair with a definite box office value.

EXCLUSIVE POINTS OF SUPERIORITY OF THE *Aristocrat*

● Die formed steel seat bottoms especially designed for allowing more passing room between rows and eliminating all hazard of tearing clothes.

● Die formed full-length steel back panels extend below seat level fully protecting the seat when in raised position. Rolled edges protect upholstering on top and sides of backs.

● The maximum in comfort and correct posture for the individual can ONLY be attained through the use of deep spring seats and fully padded or spring backs which mold to the individual body. This is the type of construction which has proven most comfortable and durable and has been universally adopted by fine furniture and automobile manufacturers. Seats and backs are easily removable for reupholstering.

● Perfect posture assured by adjustable wings holding the heavily padded or spring upholstered backs.

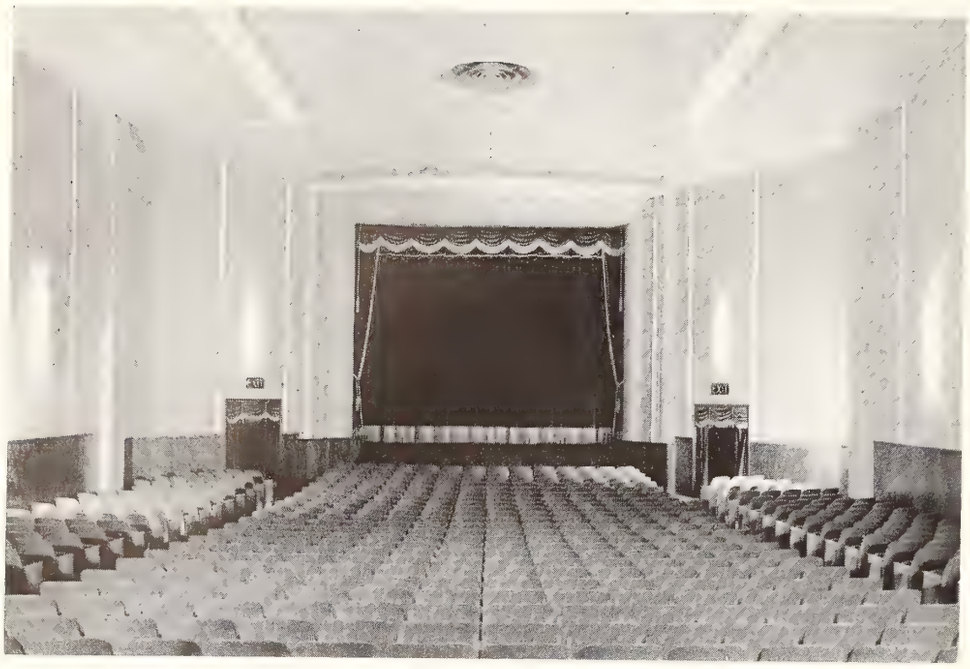
● Silent, full-floating, frictionless hinges with easily accessible outside adjustment of spring tension on self-raising device which makes it unnecessary to remove seat cushions to make adjustments.

● Ideal Chairs are durably constructed of quality materials throughout and are subjected to gruelling factory tests to prove their ability to withstand abuse way beyond that encountered in common usage.

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Wilmer & Vincent Corporation opened up an Xmas package for West Reading, Pa., last December 25th, when the handsome new Penn Theatre opened its doors to the public it will serve. Illustrated are the exterior, above, the lobby, at left, and below is a view of the auditorium, looking toward the stage. The Penn was designed by Thomas W. Lamb, Architect, of New York. It takes its place among the many excellently built and efficiently operated houses of the veteran Wilmer & Vincent organization.



West Reading's New Penn Theatre Opens With Much Fanfare

THE Penn Theatre, new $100,000 800 seat theatre opened its doors to the people of West Reading, Penna., on Christmas Day. It was a fine Christmas gift to the people of West Reading from Wilmer and Vincent, circuit operators.

Work on the project started last July and workmen were laboring until the last moment to finish every detail in time for the initial show.

The theatre, which measures 150 feet deep and 52 feet wide, will seat 800 patrons. Designed by Thomas W. Lamb, New York, who specializes in theatre construction, it has some innovations.

Ceilings and walls of the auditorium have been covered with acoustically treated material to improve hearing qualities. "Bodiform chairs," the first in Reading, have been installed. No longer will patrons "bark" their shins against theatre seats as they pick their way to a seat in a dark auditorium. These seats are so constructed that they rise automatically when not in use.

Newest Equipment Installed

Into the projection booth have gone the newest projection machines and equipment with the most modern safety features.

A women's lounge and makeup room and a men's smoking room have been provided. Both are furnished in modernistic style.

The building is heated with a "forced heat" system, which keeps a continuous supply of filtered air circulating through the theatre. In summer, the same system will be utilized for air conditioning. Controls maintain a constant temperature throughout the house.

Officials of the New York main office of Wilmer & Vincent went to West Reading to supervise construction of the new theatre. These include: Joseph D. Eagan, general manager for the circuit; Herman Nowitsky, engineering superintendent, and Harry Behr, sound technician. The theatre was erected by Harry E. Potteiger, West Reading contractor.

Any Time Is Clean Up Time if You Would Keep Things in Order

Undoubtedly you've already stored away your Christmas decorations for another year. While you were doing this, did you take a look at your storage space (whether it be in the basement or under the balcony or in a spare room) to see if material was placed there properly or if it was thrown together? Storage rooms can become a terrible mess if you just throw things into them without bothering to stack them up neatly. And it may become a fire hazard, too.

Make it a point to examine that storage space periodically. Throw away anything that is no longer of value and which is only cluttering up the place. Advise your custodian to keep this space in order. If not kept in good condition, it will probably result in a "cleanup" order from the Fire Department. So don't wait for the order—clean up now.



Ideal Streamliner Group Boasts Several Features

Many exclusive points of superiority are claimed for the Aristocrat, one of three lines comprising the Ideal Streamliner Group—a group that is said to provide a modern chair to fit every budget and now available through supply dealers everywhere, according to an announcement of the Ideal Seating Company, Grand Rapids, Mich.

Die-formed full length steel back panels extend below the seat level, fully protecting the seat when in a raised position. Rolled edges protect the upholstering on the top and sides of the backs.

Ideal executives contend that the maximum in comfort and correct posture for the individual can be attained only though the use of deep spring seats and fully padded or spring backs, which mould to the individual body. This is the type of construction, they point out, which has proven most comfortable and durable and has been universally adopted by fine furniture and auto manufacturers. The seats and backs are easily removable for upholstering.

The die-formed steel bottoms have been especially designed for allowing more passing room between rows, and are designed to eliminate all possible hazards of tearing clothes. Perfect posture is assured by adjustable wings which hold the heavily padded or spring upholstered backs. The hinges are full floating, frictionless and silent in operation, it is said.

An easily accessible outside adjustment of the spring tension on the self-raising device makes it unnecessary to remove seat cushions to make adjustments. The center standards are specially designed with solid panels.

In commenting on the Mercury, Ideal executives point out that it is a streamlined edition of a long popular chair. It offers, they say, silent, all steel, full ballbearing, full compensating and self-adjusting hinges. There are six ballbearings, six cushioning stops and one positive stop in each hinge. The ballbearings are fully enclosed and packed in special grease at the factory, eliminating the necessity of periodical servicing.

The Mercury is available with full upholstered or spring back. The steel back panels are formed with a top flange to protect the upholstering material.

Nadell Author of Book On Theatre Television

"Understanding Theatre Television," is the title of a book authored by Aaron Nadell and published by Technological Publications, 51 Chambers Street, New York.

The book, which sells for $1.00, is offered as an introduction to the subject of theatre television, intended to give showmen and projectionists an outline account of the principles of apparatus with which the author believes they will soon be concerned.

As to when television will "arrive" at the theatre, the writer sets forth his opinion that the technical development of the apparatus is substantially complete, and that television "will go into use here, perhaps as suddenly as sound did, whenever the people in authority decide to sign the dotted line." In this connection he refers to the frequent showings on theatre-size screens that have been held for demonstration purposes, as well as to the common use of television in theatres abroad.

The equipment used for theatre showings to date is described in outline, and its principles of operation explained. At many points, comparison is made with sound equipment for purposes of illustration. Separate chapters are devoted to cathode ray tube reproduction and mechanical reproduction, the principles of scanning, synchronizing impulse circuits, the television amplifier, radio transmission and reception, and the use of modified motion picture projectors in the television studio for reproduction from film instead of from life.

McGuire Starts Third Decade as Adv. Chief

Starting his third decade as the advertising and publicity manager for International Projector Corporation, P. A. McGuire is the dean of publicists currently devoting their talents to the cause of improved picture presentations.



P. A. McGuire

Since his first day of association with the company he has served uninterruptedly since 1919, McGuire has been a battler for better projection, for movements and organizations that have brought the projectionist and the technician into greater prominence in a business where glamor often obscures the important work and contributions of the technical man.

When he joined the company it was known as the Nicholas Power Corporation, which later was consolidated with the Precision Machine Company and took its present name.

Among the recent activities McGuire organized and carried through to an outstanding success was the Projectionist's Day gathering at the New York World's Fair—an event which brought together a large number of prominent executives of various companies, projectionists' locals, and members of the fraternity of motion picture machine operators.



Showing Wagner 8-inch Letters and FLEX-WORD Unit with 4-inch letters, in girder sign of Lindy Theatre, Chicago

Wagner's *NEW* FLEX-WORD Unit Increases the Flexibility of Your Board

The NEW Wagner FLEX-WORD UNIT consists of 4-inch Letters and Frames that inset on standard Wagner 3-in-1 Frames. FLEX-WORD Frames are available in 8", 12", 16", 20" and 24" lengths, for straight or curved boards. Patent Pending.

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Assumes New Post

A. A. Ward, for the past two years in charge of special development work at Altec, recently appointed chief engineer of Conrac, Inc., makers of the Conrac attendance register.

Goding Covering Ohio Territory

For the past five years office manager of the Cincinnati branch of National Theatre Supply Company, Hugh Goding is now covering the territory of Howard Hummel, who recently resigned. A new warehouse to facilitate immediate shipments and take care of emergency stocks has been opened by National at 1472 Forest Avenue in Columbus, which will also be Goding's permanent station.

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20,000-word book by Aaron Nadell explains theatre television in your language—what the equipment is—how it works—what makes it work. Covers mechanical scanning, synchronizing impulse circuits—cathode ray tubes—projecting 30 frames per sec. from standard film running 24 frames per sec., etc., etc.
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Heavy Equipment Buying Reported in Oklahoma

New equipment purchases and theatre remodelings throughout the state of Oklahoma have suddenly brought on a strong buying season for the supply companies in Oklahoma City, with indications pointing to the high volume remaining throughout the winter. According to the National Theatre Supply Company branch there, the following installations and improvements are now taking place or are set to take place soon.

New fixtures, projectors, new box office and new Crestwood carpet for the Plaza Theatre, Tulsa, operated by Southwestern Theatres, Inc. New Type A Simplex 4-Star projectors for the Lawton Theatre Corp. Two hundred and fifty-two new Irwin chairs for the Helena Theatre, Helena, and 96 for the Community Theatre at Aline. Hertner generators and Simplex lamps for the American Theatre at Guymon. New Simplex projectors for the Shamrock Theatre, Shamrock, Texas. A new screen for Harry's Theatre at Cement. New National Velvet Carpet for the Wigwam Theatre, Coalgate. New Type E 4-Star Simplex projectors, 88 new chairs and National Velvet Carpet for the Yukon Theatre at Yukon.

The Columbia Theatre at Andarko is installing new booth equipment and Brenkert projectors, according to J. Eldon Peak, manager of the Oklahoma Theatre Supply Company. Peak also reports the installation of new booth and sound equipment and Brenkert projectors in the Allred Theatre at Pryor.

Carpet Versatile Performer, But Needs a Supporting Cast

Carpet serves so many purposes in the theatre (in the issue of December 9 you were shown how, in connection with acoustical correction work, it's possible to get carpet free, strange as it seems, when you use it for purposes of improving sound). Carpet, though, requires care whether you're charging its cost to this or that in bookkeeping. Therefore, it is never an economy to leave out of considerations of carpet installations the all-important vacuum cleaner. Only an efficient vacuum cleaner can be relied upon to keep the floor covering in condition of appearance and ability to live out its natural life (under conditions conducive to wear, that is), and serve its purpose as an item of decoration and comfort.

Carpet manufacturers are agreed in their instructions on the care of carpets that the vacuum cleaner is the surest means of life and appearance insurance for carpets. Frequent, thorough cleaning with a vacuum cleaner is recommended from the day the carpet is installed to the last day of its use —provided, of course, the user is interested in making the carpet look its best.

Carpet, as well as being decorative, can also give the luxury impression through the sense of feeling. And the theatre patron whose eye is taken by the attractive lighting, color scheme and decoration of a lobby or auditorium finds that those effects are emphasized when he walks on carpet that has that rich feeling of softness and depth of pile. The soft, resilient feel underfoot is so important, as a matter of fact, that many theatres have found it worth while to install under-lining even for present carpets for the purpose of making them feel more luxurious.



Section of the Walton Theatre, Chicago, showing seating arrangement of the new chairs.

Praises Fast Work on Installation of New Seats

The Walton Theatre, Chicago, made its scheduled reopening as a remodeled house on Thanksgiving Day, and owner Joseph Skora gave thanks for that to the equipment company whose service and efficiency made the promised opening possible.

When he planned to remodel, Skora made a complete job of it from screen to booth—with one exception. That was the chairs. Three days before the scheduled reopening, Skora, pleased beyond his expectations by the results of the renovation, decided that he must have new chairs also. He placed an order with General Seating Company for 500 chairs, selecting a model that was not of the stock line. How the company managed the job of furnishing and installing the chairs in time for the evening opening, Skora still can't explain, but he was so appreciative that he wrote the following letter to E. R. Fensin, head of General Seating Co.:

"We realized when we gave you the order that we were giving you a next to impossible job.

"You completed your installation in the evening of November 23, giving us plenty of time to get ready for the opening. Believe us, we know now what you mean by "General Service."

New 1,000-Seat Theatre Being Erected in Miami for Wometco

A new 1,000-seat theatre in the northwest section of Miami, Fla., is now being constructed for Wometco Theatres by the Sixty-first Building Corporation. The architect is Robert E. Collins.

Besides an all-glass marquee, the new theatre is to have a front entirely illuminated by fluorescent tubing and lamps. In the streamlined interior will be the latest type spring-edge seats.

Slippery Sidewalks Invite Trouble

Watch out for that slippery sidewalk out in front of the theatre and at the side, too, if your house is located on a corner. Rain, snow and sleet will make walking hazardous, and you mustn't court accidents and possible lawsuits by neglecting to keep the thoroughfare easily "walkable." If patrons are going to have to slip and slide to get up to your box office, or if it's necessary for them to don skis or snowshoes, you may find your attractions playing to empty seats.

Let Decorative Treatment Honor a Significant Event

Patrons Will be Reminded of Some Important Occasion Or Fact on Visiting Theatre

SUPPOSE your community was notable for little else than the birthplace of a fan dancer who had made good. And suppose you were about to erect a new theatre. What better motif could you have for your decorations, especially in the smoking room (ahhh!) than a large painting of the fan dancer on the wall, or on the simulated fireplace a bronze statue of the young lady, with fans predominating, of course!

Not all communities have produced fan dancers. But certainly there is some interesting and worthwhile event or achievement, either in past or present history, which a new theatre could have incorporated in its general decorative scheme. Thinking of our own home town for a moment, we know that it grew from a tiny village to a community of over 25,000 people because of a gas boom. Now why shouldn't the builders of a new theatre there install lighting fixtures designed to resemble the old gas lights, although operating on electric current? Or why couldn't a mural be painted on the walls showing the discovery of gas?

Honor Famous Local People

Towns from which such famous men and women sprang as Harriet Beecher Stowe, James Whitcomb Riley, Booth Tarkington, Robert Fulton, Abraham Lincoln, George Washington (well, the list could go on and on) could have these personalities honored in some way through the decorative schemes of theatres. Perhaps a town is the source of some widely-used item, or is a sports resort, or is noted for some natural scenic wonder. Surely the decorator of the house to be built or to be completely remodeled could seize upon these distinctions for his decorative treatment.

In New Brunswick, New Jersey, recently, the remodelled RKO State Theatre reopened. Men who visit the men's smoking room will learn, if they didn't know already, that New Brunswick was near the site of the first football game ever played in this country. For there on the wall, at the extreme end of the room, is a photo-mural depicting this famous first pig-skin encounter between the be-whiskered representatives of Princeton and Rutgers, both near-by institutions. The date was 1869.

Trotting Horses in Light Fixtures

Incorporated in the decorative scheme of a theatre recently completed in Goshen, N. Y., are miniature trotting horses in the lighting fixtures. Now why would Goshen select this motif? Only because Goshen is the home of the Hambletonian, the famous trotting event that draws thousands to that community every year.

We've never been in Gettysburg, Pa. Yet history tells us that here was fought the never-to-be-forgotten Battle of Gettysburg. Isn't it reasonable then that at least one theatre should commemorate this historical event by means of mural paintings on its walls? And down in St. Augustine, Fla., where Ponce de Leon discovered the Fountain of Youth, shouldn't a painting of de Leon at the famed Fountain be part of a theatre's decoration? Perhaps it is, for not having visited any theatres in St. Augustine we are not a position to report accurately whether yes or no.

If you are contemplating the construction of a new theatre, or redecoration of an older one, surely you can find something for which your city or surrounding territory is noted—something that can be utilized in the general decorative scheme. For that matter, you may be building the edifice on the very site that some historical meeting or event took place. Confer with old-timers in the community, if you are new there. Look through the files of the newspaper. It won't require much time to find a motif, and when you have made it a part of the theatre, you will find that the theatre itself is more a part of the community than it might otherwise have been. Those who attend will constantly be reminded of the event or industry or product that has made their city thriving and prosperous.



The end wall of the men's smoking room in the RKO State Theatre, New Brunswick, N. J., is covered by a photo-mural depicting the first U. S. football games—that of the be-whiskered representatives of Princeton and Rutgers, both near-by institutions. Here is a striking example of how some famous historical or sports event can be utilized as a motif in theatre decorations.

Sees Theatre Building Expansion In Caribbean Area Increasing Sales

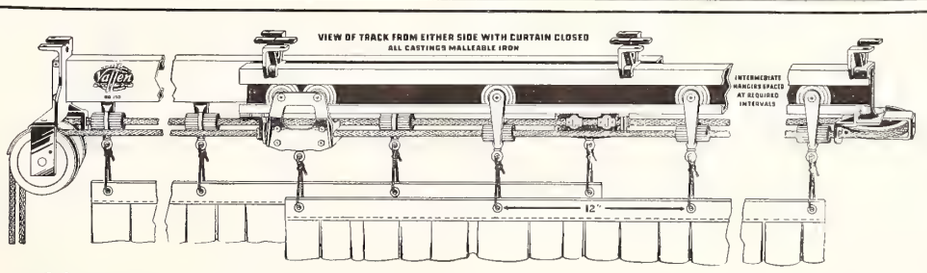
Expanded theatre construction programs in Central America and the West Indies point toward increased sales by U. S. equipment manufacturers in the immediate future, according to H. B. Allinsmith, general manager of the Western Electric Company of Cuba, who returned to New York recently from a month's tour of the Company's Caribbean territory.

Although the European war has temporarily postponed expansion plans in British dependencies, the increase in American garrisons has boosted business at Puerto Rico and Panama, while the Latin American republics are forging ahead with building plans unprecedented in recent years. Two thousand and 3,000 seat houses are going up in Caracas and Baranquilla, while reports from Bogota show that the largest South American theatre is rising there.

Allinsmith's itinerary included stops at the principal cities of Cuba, Puerto Rico, Trinidad, Venezuela, Colombia, Panama and Jamaica. His trip, he says, would have taken at least an additional month if he had not traveled exclusively by plane.

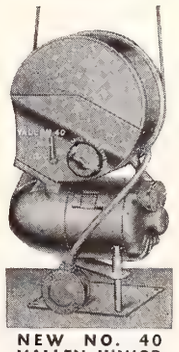
House to be Re-seated

Mrs. Nathan Lampert's 400-seat Glastonbury Theatre, Glastonbury, Conn., is to be re-seated and redecorated in the near future.



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The Bulletin Board

Theatre Construction . . . .

Belmont and Cohen, contractors, have started work on dismantling of Norbury Hall, Ellenville, N. Y., preparatory to rebuilding the main auditorium into a modern motion picture theatre. The cost of the work is said to be $40,000. Meanwhile John Spadaro, proprietor of the Shadowland Theatre in Ellenville also announced plans for a $50,000 motion picture theatre to have a seating capacity of 600. George H. Ketcham, theatre architect, is preparing the plans.

A permit has been granted to William S. Smith and Associates to build a theatre in Menomonie, Wisconsin.

L. M. Eitreim, proprietor of the Princess Theatre, Garretson, S. D., has purchased a stone building in that town and plans to remodel it into a modern motion picture theatre. A new front will be installed with a comfortable lobby and lounging rooms.

Louis Martin, manager of the Glouster Amusement Corp. and John Crawford, owner of the lot in Glouster, O., where the Crawford Theatre stood before it recently burned, have announced that a new and modern theatre will be constructed as soon as the debris is cleared away.

B. F. Shafer, well known theatre man, property owner and civic leader of Lacon, Ill., has completed the drawing of plans for a new model theatre which he says will be finished by early Spring or Summer.

Houlton, Maine, will soon boast of Maine's most beautiful and modern theatre, according to an announcement made by Martin J. Mullin, executive head of the M. & P. Theatres. Plans have been completed for the erection of the Houlton Theatre to seat 850 persons all on one floor. It will be of the latest design, air-cooled, have the finest and most modern projection, seats, easy-vision screen, and other innovations.

Watsontown, Penna.'s new theatre, now in the course of construction will be known as the Watson, according to an announcement by Howard J. Thompson, president of Mid-States Theatres, who is supervising work on the new building.

Work has begun on the construction of the new Kansas Theatre in Pratt, Kansas. Knight and Son are the builders and they expect to complete the job by March 1. The structure will be of brick and concrete.

Negotiations are under way for a site for Daytona Beach's fifth motion picture theatre, to be operated by Arthur E. Optner, veteran theatre operator in the East, Mid-West and South. The house seating 400 persons will be in the Seabreeze sector of Daytona Beach.

A new theatre has been started in Fort Worth, Tex., according to an announcement by Raymond F. Smith, Dallas architect. M. S. White, who formerly operated the White, Dal-Sec and Forest Theatres in Dallas is building the White in Fort Worth. Due to be completed in mid-February, the house will have 918 seats, 536 of which will be on the main floor. The stucco front will be trimmed with maroon tile wainscot.

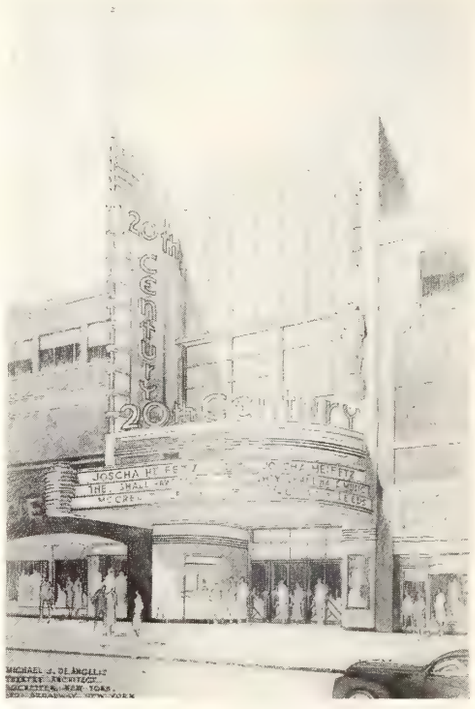
A new theatre has been announced for Laconia, N. H., by Sydney M. Goldfine of Boston, who operates a chain of six theatres in Massachusetts. The building, seating 800 persons, will be of fireproof construction and will have a marquee and chime tower. Construction will commence this month and the opening is looked for in about six months. There are already two theatres in operation in Laconia with a total seating capacity of over 2,000.

Construction work will begin this month on the first neighborhood theatre in Stockton, Calif. The Nitram Properties Co. is constructing the house which will cost $100,000 and seat 1,000 persons. Frank V. Mayo, Stockton architect drew the plans. Joseph Plecarpo, local contractor is building the structure. The theatre will probably be leased to operators of a chain of theatres in Northern California.

Harvey Smith, manager of the New Roseville Theatres, Roseville, Calif., has announced that plans are being drawn for the construction of a modern theatre to replace the Roxy Theatre, destroyed by fire in November. It will be a unit of the Lima & Peters chain.

Construction work has been started on the new Gem Theatre at Villa Grove, Ill., being built by the Gem Amusement Co. The theatre, modern and air conditioned will have an approximate seating capacity of 500.

The Bradley will be the name of the new theatre to be built in Columbus, Ga. by Lucas and Jenkins, it has been announced by Arthur Lucas, president of the theatre corporation. The cost will be $150,000 and the seating capacity will be in the neighborhood of 2,000.



Architect's drawing showing the modernized exterior which will be constructed for the famous old Century Theatre, Buffalo. The theatre, now operated by the Dipson-Basil interests, will be completely renovated later. Work on the exterior will not cause closure, as there is a side entrance to the Century that will be used during alterations. Renovation plans were drawn by Michael J. De Angelis, Architect.

The Chesapeake Theatres Corp., has purchased a site for the construction of a new theatre in Easton, Md.

Work will begin this month on the new theatre in Henderson, N. C., according to an announcement by S. S. Stevenson, owner. Seats and other equipment have been purchased and some fixtures are now being contracted for. A new front is being installed on the old building which Stevenson is remodeling.

S. P. Glover has been awarded the contract for the construction of a new theatre in Shelbyville, Mo. He will start work immediately and plans to have the building ready to open by May 1. It will cost $8,000.

Bids have been taken for the construction of a Drive-In Theatre on the Manchester Road at Des Peres, Mo., near St. Louis.

W. N. Christian of Yellville, Ark., has begun construction of a modern theatre at Flippin, Marion County. It will be completed by Feb. 1.

A. J. Higginbotham has announced plans for the erection of a 2,200-seat theatre in Baton Rouge, La., to be ready Labor Day.

25,000 USED AND REBUILT THEATRE CHAIRS TO BE DISPOSED OF AT COST. AS LOW AS $1.00 EACH.

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Renovations and Openings

Improvements costing $26,000 have been made to the Senate Theatre in Springfield, Ill., according to an announcement by Kerasotes Brothers, operators of the theatre. The remodeled house was reopened on Dec. 23. Every part of the house was modernized.

The new Rockford Theatre, Rockford, Ill., opened its doors last month amid considerable fanfare.

The Sun Building in Manchester, N. H., will be converted into a modern airconditioned 500 seat movie theatre, it was announced recently by Lucien Descouteaux, proprietor of two other theatres in Manchester. Norris W. Corey, Manchester architect, has drawn the plans.

Harry Black, general manager of the Fabian Staten Island Theatres, has announced that the New Dorp Theatre on Staten Island would be completely modernized. The exterior as well as the interior will be changed, with nothing remaining of the present structure except the frame, and even that will be rebuilt and strengthened. A new marquee will be installed along with modernistic doors and exits, new proscenium treatment with front seats moved forward and more standing space at the rear.

The Broad and Regent Theatres of St. Mary's, Ohio, which were recently purchased by the Chakeres Circuit of Springfield, will be improved and modernized, it is announced. About $40,000 will be spent.

Alterations have been made to the Guthrie Theatre in Grove City, Penna., making it one of the most modern houses in the section. The house was acoustically treated and entirely new decorations were installed.

Fire Losses . . . .

The only theatre in Warsaw, Ky., was completely destroyed by fire recently in a disastrous blaze which did damage to the extent of from $30,000 to $40,000. The blaze was said to have started in the projection room.

Fire of undetermined origin destroyed the Roxy Theatre in Roseville, Calif., recently. The building, owned by Mr. and Mrs. C. H. Thomas of Roseville, was a total loss. The extent of the damage was $30,000. The house had been built in 1914 and was under lease to Lima and Peters, circuit operators.

All of the equipment and the entire interior of the Roxy Theatre at Montpelier, Utah, was destroyed in a recent blaze. The house was only three years old. Standley Rich, the owner estimated the loss at $20,000.

The Orpheum Theatre at Parsons, Kan., was completely gutted by fire two weeks ago. A number of people, including Clyde McAleer, manager of the house, who lived in the building, escaped death in the blaze which injured a number of people.



Crusader Promotes Better Theatre Seating Cause

Declaring the new Crusader chair will aggressively promote the cause of better theatre seating, officials of the Irwin Seating Company have released an announcement which describes the many features, beauty and comfort of the chair. In their announcement the Irwin officials point out that a theatre seat, unlike a chair in a home, is a built-in and integral part of the structure and that, therefore, it is both an engineering and architectural problem. The various floor inclines, modern ventilation systems and other technical factors make, they say, cooperation between the seating company, distributor, contractor, and architect all important.

Emphasized by the manufacturers is the fact that the comfort of any chair is determined chiefly by the type of construction and materials put into the upholstered seat. While it is true, they admit, that the upholstering material and the padding in the back of the chair adds to its comfort, nevertheless the finest chair will still be uncomfortable without the right kind of seat. The construction of the spring unit employed in the Crusader is, they believe, the finest available. Important in giving the chair comfort, the springs have a floating range or, when occupied, can be depressed approximately 2½ to 3 inches.

Of indirect compensating type, with the indirect bracket member cast of malleable iron, the hinge operates on fibre bushings die-swedged into the seat arms. The use of these fibre bushings, Irwin officials say, assures a quiet, smoothly operating hinge action. To eliminate any possibility of the seat hitting or stopping with a jar, the hinge is equipped with rubber bumpers that soften the permanent up and down stops. The hinge proper is, of course, concealed.

The Crusader is equipped with a self-rising seat mechanism with a counter-balanced spring. Thus, the seat, when unoccupied, is automatically raised to a position approximately 30 degrees from the vertical.

National's New York Branch Sets New High Record in Sound Sales

A new high record in sound sales has been set by the New York branch of the National Theatre Supply Company, which closed ten contracts for Simplex 4-Star Sound within ten days during December. The New York branch, according to Manager James Frank, Jr., was one of the leading branches in National's successful countrywide campaign on Simplex Sound which closed December 15.

"Circuits and independents alike," Frank said, "are adopting Simplex Sound. Typical examples of installations in the New York area are the famous 8th Street Playhouse in New York City, operated by Rugoff and Becker, and the Century Circuit's Fantasy Theatre in Rockville Center, Long Island. Our branch has also booked orders for the Ambassador Theatre on West 49th Street, New York City; the Fisk Theatre, Woodside, Long Island; the Liberty Theatre, Bernardsville, New York; the Paramount Theatre, Peekskill, the Wagner Theatre, Brooklyn; the Bardavon Theatre, Poughkeepsie; the Paramount Theatre, Middletown, and the Academy Theatre, Wappingers Falls."

According to Frank, the features of Simplex Four-Star Sound which are meeting with the special approval of large and small exhibitors alike are the accessibility of parts, neatness of wiring and general good practice from an installation and maintenance standpoint. Other technical advantages of Simplex Sound are the permanent magnet fields in the Simplex speaker units, the use of regular tubes in Simplex amplifiers and the inclusion of a monitor amplifier, permitting full power amplifier output for the stage loudspeakers.

Trans-Lux Installs Organ

To provide music for its patrons during Christmas week, the Trans-Lux Theatre at 52nd St. and Lexington Ave., New York, installed a Hammond electric organ which was played by Gladys Stevenson. This is the first time, it was pointed out, that a Trans-Lux house has used any musical instrument.

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STR EQUIPMENT LITERATURE BUREAU

PROJECTOR LAMPS: Something entirely new in projection lighting equipment is something every exhibitor is duty-bound to investigate, and here is something entirely new in equipment designed to deliver pictures on the screen via the essential light. The Cyclex lamp and power system is no longer an experiment, though it emerged only recently from the laboratory where C. S. Ashcraft brought to perfection a method of employing AC current. The Cyclex system has been installed in many theatres and now belongs among the established equipments for projection. Specially adapted for theatres of moderate size, it is therefore for the majority of theatre situations. A book describing this system with diagrams and illustrations to illuminate the text is available to you. Send for a copy without delay.

SEAMLOC CARPETS: This carpet first attracted our attention four or five years ago and in it we saw great possibilities for theatres to achieve unusual effects in their carpeting, especially in foyers, mezanines and rear orchestra sections without any great cost to them over what they would spend for ordinary carpet covering. Today the idea has been advanced to a point close to perfection and certainly worthy of theatremen's attention for its vast possibilities. You'll never really know enough about it until you've investigated. We have a folder which will tell you all about it furnished by the L. C. Chase Co. Can we send you one?

LIGHTING FIXTURES: There's a fixture for every purpose of decorative and utility lighting in the theatre and often just the right one for the right place means the difference betwen an attractive, pleasing auditorium, lounge or lobby, and that out-of-date appearance which puts a theatre in the has-been class. Just how attractive and decorative a lighting fixture can be and just how many suggestions an array of them offers for "punching up" drab spots in the theatre is strikingly illustrated in a new book issued by the Voight Company. This is a handsome piece of literature about a very interesting line of equipment. You may have a copy for the asking.

SCREEN SLIDES: Nothing like "personalizing" your screen as a medium of expression and contact between you and your patrons, with messages of local interest, news or facts about your theatre. Here is the means of telling the audience the latest weather report, announcing meetings of important civic bodies such as Women's Clubs, etc., with a slide that can be run through your typewriter and projected on your screen, described in a folder of practical ideas prepared by Radio Mat Slide Co. Just write your request for one on the form below and we will send you this serviceable idea-source. We'll also send you a sample slide.

REAR SHUTTER ASSEMBLY: One of the greatest single improvements developed for projectors is the rear shutter which International Projector Corporation now makes available for the regular model Simplex projector. Here is a booklet that can be recommended as a text book and manual for the care, adjustment, operation and instruction for attaching the rear shutter assembly. It is profusely illustrated and diagrams the complete operation of the assembly as well as the method of attaching and servicing the rear shutter.

PROSCENIUM EQUIPMENT: Interesting and informative for your immediate attention and a most valuable reference work on curtain control devices is this excellent booklet prepared by Vallen, Inc. Profusely illustrated with diagrams and photographs, and containing engineering data as well as description, here is a most important addition to the reference library of every alert showman.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to equipment and the maintenance thereof. Theatremen are urged to keep themselves well informed on the latest trends in equipment through this bureau which operates as one of the services of this publication. There is no obligation involved in your request for as many of these booklets as you desire. Items of equipment not listed may likewise be requested just the same and we will endeavor to secure whatever you ask for. Readers who desire special information on any subject may address their requests to the Bureau where they will receive prompt attention.

THEATRE SEATING: A new piece of literature we are able to offer theatremen through the cooperation of Irwin Seating Company, is this illustrated folder, reproducing in full color a new chair from a manufacturer who has specialized in theatre seats for many years. Feature of the chair is an illuminated end standard which offers a departure from the usual. Serving both a utilitarian and decorative purpose, the illuminated standards can be made to harmonize with the color scheme of your auditorium and the covering material of the chair. The standards are illuminated the entire length of the grilles, which are brilliant when auditorium is lighted and furnish a soft glow to illuminate the aisles while the show is on.

MOTOR GENERATORS: One of the oldest firms in its special line of theatre projection equipment offers a series of folders describing various features of this apparatus. Theatremen who have obtained copies tell us this is especially interesting and informative material, and we believe all exhibitors should have copies of these folders on hand.

DECORATING: You would probably be surprised to learn how reasonable it is to dress up your theatre through the medium of a few drapes, etc. To help you make up your mind Novelty Scenic Studios has a folder which we will gladly send to you. It has some pertinent facts of interest to all theatremen.

TICKET MACHINES: Interesting booklets issued by National Theatre Supply Co., dealing with the Timco Ticket Registers and especially useful if you are considering the purchase of new ticket machines. You can have them upon request of STR.

MARQUEE SIGNS: Maybe your theatre needs what milady calls a "facial;" in other words some beautifying to give a different and a "come hither" look. Something modern in marquees will do the trick. Anyway, investigate the idea by sending for a swell book we can deliver to you through the courtesy of Wagner Sign Service. It deals with the signs that are available for brightening up the front, and you should have it for present as well as future reference. So send in for a copy.

THEATRE SEATS: Since its introduction recently, the American Bodiform-Avion chair has created a tremendous interest and has been accorded a most hearty reception by theatremen who require the most modern features in a low-cost seat. The chair has been shown widely but a new circular of which the American company is justly proud, now makes it possible for readers of STR to obtain close-up pictures and complete data about the Avion. Send for your copy.

HEARING AIDS: It's a sign of smart showmanship to be able to offer the hard of hearing opportunity to enjoy motion pictures in your theatre, as well as being the means to more revenue at the box office. Dictograph Products has published a booklet on the equipment specially designed and built for theatres and another booklet telling how to exploit the hearing aids as a community service. If your theatre is not equipped with hearing aids we recommend that you investigate, and you can do so with a minimum of effort and no cost by sending in your request to receive these booklets through us.

BOOTH ACCESSORIES: There's always room for improvement in the projection room, and here's a catalogue of equipment that will make work more efficient up there where the picture comes from. You'd be surprised how many excellent aids to more efficiency in the projection room are available, and if you're really interested in better projection send for a booklet which GoldE Manufacturing Company has agreed to supply us for distribution to a limited number of enterprising exhibitors. Make a note on the coupon below and send for yours now.

FLOOR PAINT: There's many a good decorator who has claimed that the decoration of a room begins at the floor, and no matter how spic and attractive the wall treatments and draperies may be, any part of your lobby, auditorium or rest rooms that shows scratches or scars in the paint is enough to spoil the effect of the entire room. There are floor paints that have been especially prepared for theatres and other public buildings, and information about them is to be had by anybody who will glance through this folder prepared by Devoe & Reynolds Co.

RUBBER NOSING: Stair nosings are a source of expense as well as danger, and the best made carpets just can't take the abuse delivered to that portion of the step which is just at the edge of things. This new material, of molded rubber comes as a most welcome help in saving carpets and avoiding accidents. It is decorative and durable. All described in a booklet prepared by Greater New York Carpet House.

DIRECTIONAL SIGNS: A brand new line of silhouette signs has come to the market and we recommend that you investigate this addition to smart and decorative effects possible with such highly necessary accessories to the well run theatre. The various designs for electrified silhouettes offered by Peerless Products Co., are illustrated in a pamphlet we will be glad to send upon your request.

PROJECTION LAMPS: No theatreman needs to be told about the high standing of the lamps manufactured by the Strong Electric Company, but many theatremen should investigate improvements that have been made in this equipment. There's no quicker way to inform yourself on that matter than by sending for a copy of a booklet which Strong has published.

LOBBY MATS: No up-to-date theatre should overlook the necessity of rubber mats for its lobbies, foyers, etc., and the folder prepared by O. W. Jackson & Co., will not only tell you all about them but also how you can brighten up your entire lobby and foyer while making a practical installation. The mats last long enough to charge them off over a long period of years.

"ON THE SPOT," is the title of a vitally important booklet issued by the L. C. Chase Co., for the purpose of telling you how to keep your furniture upholstery and drapes clean. The contents cover every conceivable type of stain that can mar the beauty and appearance of your coverings.

PROJECTOR MECHANISMS: Profusely illustrated, this is a pictorial description of the very heart of your projector, the mechanism, and whether or not you're mechanically inclined it is something for which you should thank International Projector, because the folder here recommended very highly for your attention makes the mechanical action of a precision machine clear and understandable. To familiarize yourself with mechanisms and for a refreshened grasp of their workings, which may come in handy if you are to be faced with making a decision regarding replacements and repairs to your projectors, we advise you to send for this folder.

UNIFORMS: Nothing like being provided against the time when you will be in the position of having to select a new set of uniforms for the house staff. So we are offering with the cooperation of Russell Uniform Co., a foremost designer and manufacturer long experienced in theatre uniform requirements, this recently released book illustrating different types of uniforms.

PROJECTION LENSES: The eye through which pictures are seen on the screen is a most vital element of the whole projection system and no showman should be without a complete file of information regarding the lens equipment available. Therefore we suggest that you send for a copy of a pamphlet issued by Ilex Optical Company and giving details and data regarding the Ilex Standard Adjustable Projection Lens F:2.5.

REQUEST FOR LITERATURE

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I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

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Advance Dope

1,000,000 B. C.

UA | Drama | Not Set

Selling Names: John Hubbard, Victor Mature, Carole Landis, Lon Chaney, Jr., Edgar Edwards.

Director: Hal Roach.

Producer: D. W. Griffith.

Story Idea: Victor Mature, a young hunter of the Rock Tribe, gets into a fight with his father, Lon Chaney, Jr., and goes to the land of the Shell People. There he meets Carole Landis, who teaches him kindliness and consideration. He goes back to his people with Carole and kills Edgar Edwards who usurped Chaney as head of the tribe.

Catchline: "A Saga of Prehistoric Days."

AND SO GOODBYE

RKO | Drama | Not Set

Selling Names: Charles Winninger, Harry Carey, C. Aubrey Smith, Jean Parker, Richard Carlson.

Director: A. Edward Sutherland.

Producer: Lee Garmes.

Story Idea: Charles Winninger, Harry Carey and C. Aubrey Smith are three rich bachelors living together for many years. On Christmas eve they have Jean Parker and Richard Carlson, two strangers, as dinner guests. Winninger likes the youngsters; so that after the three men are killed in a plane crash they find that he has left each of them $5,000 to provide for their future. This leads to trouble between them, but that is straightened out by Winninger's spirit.

Catchline: "A simple man's faith that was stronger than death."

RIGADOON

Univ. | Drama | Not Set

Selling Names: Lola Lane, James Craig, Eduardo Cianelli.

Director: Harold Schuster.

Assoc. Producer: Ben Pivar.

Story Idea: Lola Lane, celebrated woman explorer, is commissioned by the British Government to retrieve the Sacred Skull of Nogoru. On board ship she meets James Craig, an American adventurer and Eduardo Cianelli, a foreign agent who knows the real purpose of her trip. When they land, Cianelli arouses the Chief's suspicions against Lola; but after a great deal of trouble they get what they want and are permitted to depart because Craig had once saved the Chief's life.

Catchline: "She risked her life to retrieve a Sacred Skull which meant peace."

DOUBLE ALIBI

Univ. | Drama | Feb. 23

Selling Names: Wayne Morris, Margaret Lindsay, William Gargan, James Burke.

Director: Phil Rosen.

Assoc. Producer: Ben Pivar.

Story Idea: Wayne Morris is shot in the arm by James Burke, police captain, while trying to escape from the home of his estranged wife, who had just been shot. The newspaper office assigns Robert Emmett Keane, ace crime reporter to the case—but Morris impersonates Keane and with Margaret Lindsay, columnist, goes hunting for the murderer. They discover that the bullet that was taken from Morris's arm came from the same gun that killed his wife—thus proving Burke's guilt.

Catchline: "Innocent . . . yet he became the chief suspect in his wife's murder."

THE LONE WOLF STRIKES

Col. | Mystery-Drama | Jan. 20

Selling Names: Warren William, Joan Perry, Eric Blore, Astrid Allwyn.

Director: Sidney Salkow.

Producer: Fred Kohlmar.

Story Idea: Warren William goes back to pitting his wits against the police and underworld when one of his close friends is murdered. A necklace belonging to Joan Perry, daughter of the murdered man, has been stolen and Astrid Allwyn, an adventuress is suspected. William impersonates an international "fence"—thus bringing about the capture of their quarry.

Catchline: "The Lone Wolf again pits his wits against the underworld."

BLAZING SIX SHOOTERS

Col. | Western | Not Set

Selling Names: Charles Starrett, Iris Meredith, Henry Hall, Dick Curtis.

Director: Joseph H. Lewis.

Story Idea: After he becomes partner of the ranch belonging to Henry Hall, Charles Starrett discovers that Dick Curtis, Hall's foreman had found silver and was trying to force Hall to sell. Curtis makes it appear an accident when Hall is killed, but Starrett and Iris Meredith, Hall's daughter, stage a fake quarrel and bring about the capture of the culprits.

Catchline: "His ruse saved the ranch."

The Box Office Slant

Shop Around the Corner

(Continued from page 15)

Joseph Schildkraut. Here's a picture that has charm and appeal, with a human story about every day people that will thrill a large and pleased audience, with such names as James Stewart and Margaret Sullavan for your marquee to bring them in and a picture that will send them home satisfied. This is sure to be a box office hit. Make it known in your advertising and exploitation that the picture has that famous "Lubitsch Touch." Window displays and cooperative newspaper ads should be arranged with luggage and novelty shops. Use cut-outs of the stars in lobby and on top of marquee. **(FAMILY)**

Catchline: "Her romance came through the mails from a man she'd never seen."

AUDIENCE SLANT: GRAND ENTERTAINMENT THAT WILL PLEASE ANY AUDIENCE.

BOX OFFICE SLANT: A SURE BOX OFFICE WINNER.

High School

(Hollywood Preview)

20th-Fox | COMEDY | 72 mins.

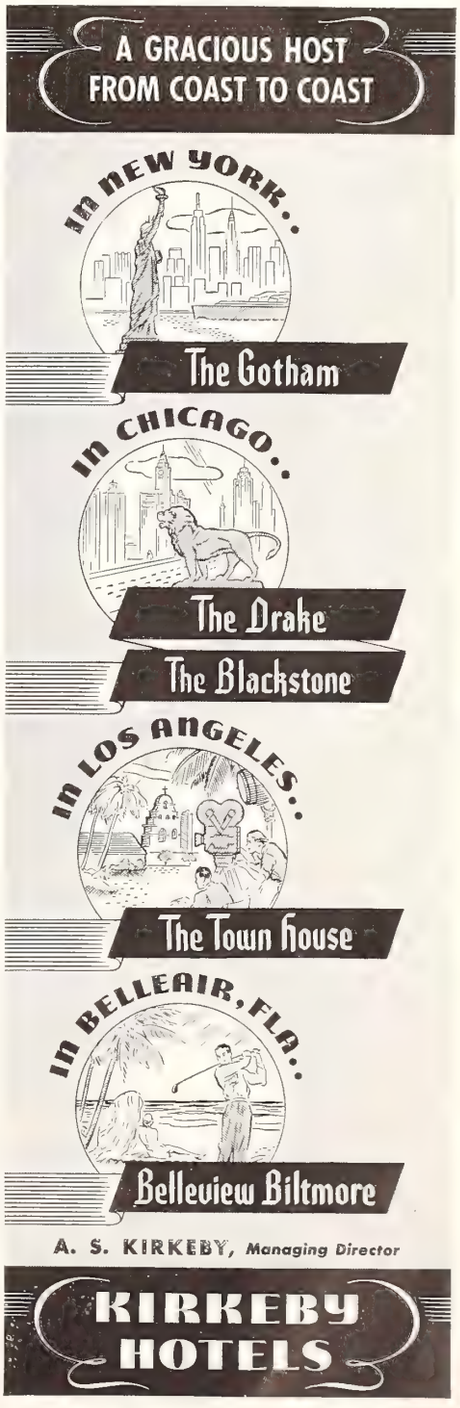
(Prod. No. 28—Nat'l Release, Jan. 26)

Credits: Jane Withers, Joe Brown, Jr., Lloyd Corrigan, Paul Harvey, Cliff Edwards and others. Original screenplay by Jack Jungmeyer, Jr., Edith Skouras and Harold Tarshis, based on an idea by Robert Ellis and Helen Logan. Directed by George Nicholls, Jr. Associate producer, John Stone.

Plot: Jane Withers, motherless daughter of Harvey, a rancher, has reached high school age, and is sent to her uncle, Corrigan, principal of a San Antonio high school, over her own and the protests of Edwards, trusted cowboy who has "mothered" her. Her natural buoyancy earn her the dislike of the girl students, her naturalness the devotion of Brown, the team's football star and dumb student. He works nights in a garage. Unintentionally, she had Brown barred from an important football game and to make amends she coaches him for his examinations, to get back on the team. Learning that his employers are really used-car thieves, she goes to warn Brown, and both are held. She escapes, brings the school R.O.T.C. to capture the crooks and wins her way to favor with her fellow students.

Comment: Aimed very frankly at the Jane Withers' following, and sacrificing plausibility to further farce situations, this should prove one of the most popular of this series with this large group. Preview audience enthusiasm was especially marked among the younger members of the audience. Opportunity is given Jane to show off

(Continued on page 47)



The Studio Check-Up

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This week: In Production—39; Being Edited—84]
[Last Week: In Production—53; Being Edited—76]

COLUMBIA

Being Edited

TWO FISTED RANGERS* (W)
CRIMINAL CARGO*
PIONEERS OF THE FRONTIER (W)*
BULLETS FOR RUSTLERS (W)*
LONE WOLF STRIKES*
BLAZING SIX SHOOTERS*

CONVICTED WOMAN
Rochelle Hudson, Lola Lane, June Lang, Glenn Ford. Directed by Nick Grinde.

FIVE LITTLE PEPPERS AT HOME
Edith Fellows, Clarence Kolb. Directed by Charles Barton.

TEXAS EXPRESS
Charles Starrett, Iris Meredith. Directed by Joe Lewis.

In Production

TOO MANY HUSBANDS
Jean Arthur, Fred MacMurray, Melvyn Douglas. Directed by Wesley Ruggles.

BLONDIE ON A BUDGET
Penny Singleton, Arthur Lake, Larry Simms. Directed by Frank Strayer.

PASSPORT TO ALCATRAZ
Jack Holt, Cecilia Callejo. Directed by Lewis D. Collins.

M-G-M

Being Edited

NORTHWEST PASSAGE (Tech.)*
CONGO MAISIE*
STRANGE CARGO*
YOUNG TOM EDISON*

AROUSE AND BEWARE
Wallace Beery, Dolores Del Rio, John Howard. Directed by Leslie Fenton.

In Production

BROADWAY MELODY OF 1940*
NEW MOON*
FLORIAN*

I TAKE THIS WOMAN
Spencer Tracy, Hedy Lamarr, Kent Taylor. Directed by W. S. Van Dyke.

FORTY LITTLE MOTHERS
Eddie Cantor, Rita Johnson, Bonita Granville. Directed by Busby Berkeley.

MONOGRAM

Being Edited

FATAL HOUR*
DANGER AHEAD*
FRONT PAGE LADY*
PIONEER DAYS*
CHASING TROUBLE*

In Production

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

PAROLE FIXER*
SEVENTEEN*
KNIGHTS OF THE RANGE*
DR. CYCLOPS (Tech.)*
ADVENTURES IN DIAMONDS*
EMERGENCY SQUAD*
REMEMBER THE NIGHT*
UNTAMED (Tech.)*
WOMEN WITHOUT NAMES*
TYPHOON (Tech.)*
FARMER'S DAUGHTER*
SHOWDOWN*
OPENED BY MISTAKE*
LIGHT OF WESTERN STARS*
ROAD TO SINGAPORE*
BISCUIT EATER*
AT GOOD OLD SIWASH*
HIDDEN GOLD*
SAFARI*
GOLDEN GLOVES*

BUCK BENNY RIDES AGAIN
Jack Benny, Virginia Dale, Eddie "Rochester" Anderson. Producer-Director, Mark Sandrich.

HOLD YOUR HORSES
William Boyd, Russell Hayden, Julie Carter. Directed by Lesley Selander.

In Production

SANTA FE MARSHAL*
WAY OF ALL FLESH*

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff. Directed by Preston Sturges.

WOMAN FROM HELL
Jean Cagney, Richard Denning. Directed by James Hogan.

RKO-RADIO

Being Edited

VIGIL IN THE NIGHT*
SWISS FAMILY ROBINSON*
SAINT'S DOUBLE TROUBLE*
MARINES FLY HIGH*
BULLET CODE*

THE RAMPARTS WE WATCH
March of Time Feature

MILLIONAIRE PLAYBOY
Joe Penner, Linda Hayes. Directed by Les Goodwins.

LITTLE ORVIE
John Sheffield, Ernest Truex, Dorothy Tree. Directed by Ray McCarey

In Production

ISLE OF DESTINY*
PRIMROSE PATH*
IRENE*
AND SO GOODBYE*

PINOCCHIO
Cartoon Feature. Produced by Walt Disney. In Technicolor.

BILL OF DIVORCEMENT
Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Directed by John Farrow.

MY FAVORITE WIFE
Irene Dunne, Cary Grant, Gail Patrick, Randolph Scott. Directed by Garson Kanin.

REPUBLIC

Being Edited

HEROES OF THE SADDLE*
WOLF OF NEW YORK*

In Production

DARK COMMAND*
VILLAGE BARN DANCE*

20th CENTURY-FOX

Being Edited

MAN WHO WOULDN'T TALK*
CISCO KID AND THE LADY*
THE BLUE BIRD (Tech.)*
HE MARRIED HIS WIFE*
CHARLIE CHAN IN PANAMA*
LITTLE OLD NEW YORK*
YOUNG AS YOU FEEL*
SHOOTING HIGH*

GRAPES OF WRATH
Henry Fonda, Dorris Bowdon, Charles Grapewin, Jane Darwell. Directed by John Ford.

In Production

CISCO KID IN CHICAGO
Caesar Romero, Chris-Pin Martin. Directed by H. Bruce Humberstone.

DANCE WITH THE DEVIL
Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan. Directed by Henry Hathaway.

HOTEL FOR WOMEN #2
Lynn Bari, Joan Davis, Joan Valerie. Directed by Ricardo Cortez.

I WAS AN ADVENTURESS
Zorina, Richard Greene, Eric von Stroheim, Peter Lorre. Directed by Gregory Ratoff

UNITED ARTISTS

Being Edited

A CHUMP AT OXFORD (Roach)*
REBECCA (Selznick)*
TWO'S COMPANY (Roach)*
HOUSE ACROSS THE BAY (Wanger)*
1,000,000 B. C. (Roach)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez. Produced by Alexander Korda.

In Production

GREAT DICTATOR
Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

MY SON, MY SON (Small)
Brian Aherne, Madeleine Carroll, Louis Hayward, Josephine Hutchinson. Directed by Charles Vidor.

UNIVERSAL

Being Edited

WEST OF CARSON CITY* (W)
DANGER ON WHEELS*
GREEN HELL*
RIDERS OF PASCO BASIN* (W)
FRAMED*
INVISIBLE MAN RETURNS*
HONEYMOON DEFERRED*
OH, JOHNNY, HOW YOU CAN LOVE*
RIGADOON*
DOUBLE ALIBI*

In Production

MY LITTLE CHICKADEE
Mae West, W. C. Fields. Directed by Edward Cline.

IT HAPPENED IN KALOHA
Deanna Durbin, Kay Francis, Lewis Howard. Directed by William Seiter.

BLACK FRIDAY
Boris Karloff, Bela Lugosi. Directed by Arthur Lubin

HOUSE OF THE SEVEN GABLES
Vincent Price, Margaret Lindsay. Directed by Joe May.

WARNER BROTHERS

Being Edited

BRITISH INTELLIGENCE*
YEARS WITHOUT DAYS*
CALLING PHILO VANCE*
TEAR GAS SQUAD*
GAMBLING ON THE HIGH SEAS*
MURDER IN THE AIR*
KING OF THE LUMBERJACKS*
FUGITIVE FROM JUSTICE*

In Production

THE WESTERNER (Goldwyn)*
MAGIC BULLETS*
IT ALL CAME TRUE*
VIRGINIA CITY (Tech.)*

WE SHALL MEET AGAIN
Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes. Directed by Edmund Goulding.

THREE CHEERS FOR THE IRISH
Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan. Directed by Lloyd Bacon.

MARRIED, PRETTY AND POOR
Olivia de Havilland, John Garfield, Claude Rains, Una Merkel. Directed by Vincent Sherman.

Use This Page Every Week As a Guide to What's Coming

Consult booking guide for release dates and dates when pictures omitted have been reviewed

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued

COLUMBIA 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas Starrett-Linda Winters		3/30/39	a2/4/39
(Former title, "Mounted Police")					
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)		Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget		Penny Singleton-Arthur Lake			In Prod.
Bullets for Rustlers (W)		Charles Starrett-Lorna Gray			a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak		11/30/39	a10/28/39
(Former title, "Street of Missing Women")					
Convicted Woman		Hudson-Lane-Lang		1/31/40	In Prod.
Criminal Cargo (D)		Jack Holt-Irene Ware			a10/21/39
Five Little Peppers at Home		Edith Fellows-Clarence Kolb			In Prod.
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
Lone Wolf Strikes (D)		Warren William-Joan Perry		1/26/40	a1/6/40
Miracle on Main Street	78	Margo-W. Abel-L. Talbot		10/29/39	Not Rev.
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)		Jacqueline Wells-Bruce Cabot		12/28/39	a11/25/39
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith		9/14/39	b11/25/39
Passport to Alcatraz		Jack Holt-Cecilia Callejo			In Prod.
Pioneers of the Frontier (W)		Bill Elliott-Linda Winters			a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Express (W)		Chas. Starrett-Iris Meredith			In Prod.
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands		Arthur-MacMurray-Douglas			In Prod.
Two-Fisted Rangers (W)		Chas Starrett-Iris Meredith		1/4/40	a10/21/39
(Former title, "Renegade Law")					
U-Boat 29 (D)	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39
(Reviewed as "Spy in Black")					

GRAND NATIONAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Children of the Wild		Joan Valerie-James Bush		10/14/39	Not Rev.
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Lady Takes a Chance (D)		Heather Angel-John King			a3/4/39
(Former title, "Everything Happens to Ann")					
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Singing Cowgirl	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
(Former title, "Lady Buckaroo")					
Six-Gun Rhythm (W)		Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39

MGM 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39

MGM 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Arouse and Beware		Wallace Beery-Dolores Del Rio		2/16/40	In Prod.
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)		Powell-Astaire-Murphy		2/9/40	a10/14/39
Congo Maisie (D)		Sothern-Carroll-Johnson		1/19/40	a12/9/39
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert			a12/9/39
Forty Little Mothers		Eddie Cantor-Rita Johnson			In Prod.
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr			a11/12/38
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk		Lupino Lane-Sally Gray		1/26/40	Coming
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)		Tracy-Young-Brennan (Tech.)		2/23/40	a8/12/39
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Lana Turner	(F)	11/24/39	b11/25/39
Shop Around the Corner (D)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Douglas		2/2/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler			a12/2/39

MONOGRAM 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
(Reviewed as "Dangerous Fingers")					
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chasing Trouble (D)		F. Darro-Marjorie Reynolds		1/30/40	a12/30/39
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (D)		Boris Karloff-Marjorie Reynolds		1/15/40	a12/16/39
(Former title, "Mr. Wong at Headquarters")					
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Front Page Lady (D)		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes In Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)		Jack Randall-June Wilkins		1/25/40	a12/30/39
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)		James Newill-Louise Stanley		12/5/39	a11/18/39

PARAMOUNT 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(A)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(A)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventures In Diamonds (D)		Isa Miranda-George Brent		3/8/40	a9/23/39
(Former title "Diamonds Are Dangerous")					
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			a11/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again		Jack Benny-Virginia Dale		5/31/40	In Prod.
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donleay-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/5/40	a9/23/39
Emergency Squad (D)		William Henry-Louise Campbell		1/5/40	a9/2/39
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		4/5/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden			a12/16/39
(Former title, "The Man From Bar 20")					
Hold Your Horses		Wm. Boyd-Russell Hayden			In Prod.
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)		Russell Hayden-Jean Parker		2/23/40	a9/16/39
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)		J. Carroll Naish-Wm. Henry		2/2/40	a8/26/39
(Former title, "Federal Offense")					
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (D)		B. Stanwyck-F. MacMurray		1/26/40	a8/6/39
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/22/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			all/18/39
Santa Fe Marshal (W)		Wm. Boyd-Russell Hayden		1/19/40	a8/19/39
(Former title, "Medicine Show")					
Showdown (W)		Wm. Boyd-J. Clayton-Hayden		5/10/40	a10/14/39
(Former title, "Gun Chores")					
Sidewalks of London (D)	80	Laughton-Leigh	(F)	2/16/40	b7/9/38
(Reviewed as "St. Martin's Lane")					
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		2/23/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell		Jean Cagney-Richard Denning			In Prod
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

R.K.O.-RADIO 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

R.K.O.-RADIO 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	2/12/40	b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker			a1/6/40
Bill of Divorcement		Maureen O'Hara-Adolphe Menjou		5/3/40	In Prod.
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		2/9/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie		Johnny Sheffield-Ernest Truex		3/1/40	In Prod.
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39

R.K.O.-RADIO 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy		Joe Penner-Linda Hayes		3/15/40	In Prod.
My Favorite Wife		Dunne-Grant-Scott		4/12/40	In Prod.
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinnochio		Technicolor Cartoon		2/23/40	In Prod.
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
(Reviewed as "Sixty Glorious Years")					
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)		George Sanders-Helen Whitney		3/8/40	a12/9/39
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)		Mitchell-Best-Bartholomew		1/26/40	a11/11/39
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)		Carole Lombard-Brian Aherne		2/16/40	a10/7/39

REPUBLIC 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Heroes of the Saddle (W)		Three Mesquiteers			a12/16/39
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (D)		Richard Cromwell-Doris Day			a12/16/39
Wolf of New York (D)		Edmund Lowe-Rose Hobart			a12/16/39

20TH CENT.-FOX 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b1/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (D)		Shirley Temple-Nancy Kelly		3/22/40	a10/14/39
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan in Panama (D)		Sidney Toler-Jean Rogers		3/8/40	a11/11/39
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
Cisco Kid in Chicago		Cesar Romero-Chris-Pin Martin		4/12/40	In Prod.
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil		Tyrone Power-Dorothy Lamour			In Prod.
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
For Women Only		Lynn Bari-Joan Davis		3/29/40	In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston.	(A)		b5/27/39
Grapes of Wrath		Fonda-Bowdon-Grapewin		4/19/40	In Prod.
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (D)		McCrea-Kelly-Young		1/19/40	a10/28/39
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.).	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
I Was An Adventuress		Zorina-Richard Greene		4/5/40	In Prod.
Little Old New York (D)		Alice Faye-MacMurray-Greene		2/9/40	a10/14/39
Man Who Wouldn't Talk (D)		Lloyd Nolan-Joan Rogers		2/2/40	a10/7/39
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds.	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott		10/27/39	b10/28/39
Young as You Feel (D)		Jones Family		2/16/40	a12/16/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart		2/10/39	b2/4/39
Prisen Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)		Stan Laurel-Oliver Hardy			a8/12/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft			a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	75	Merle Oberon-Ralph Richardson	(F)		b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son!		Brian Aherne-Madeleine Carroll			In Prod.
Of Mice and Men (D)	102	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis			a1/6/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)		b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine		1/19/40	a10/14/39
Slightly Honorable (D) (Former title, "Slightly Honorable")	85	O'Brien-Terry-Arnold		12/22/39	a9/30/39
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Two's Company (C)		Stan Laurel-Oliver Hardy			a12/23/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	1/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy		2/17/39	b2/18/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday		Boris Karloff-Bela Lugosi			In Prod.
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)		J. Mack-Bob Baker		11/24/39	a8/26/39
Danger on Wheels (D) (Former title, "Test Driver")		Richard Arlen-Andy Devine		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight			b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		2/23/40	a1/6/40
Framed (D)		Constance Moore-R. Armstrong		1/5/40	a11/18/39
Green Hell (D)		Joan Bennett-D. Fairbanks, Jr.		2/23/40	a9/30/39
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D) (Former title, "Double Alibi")		Margaret Lindsay-Edmund Lowe		2/16/40	a12/9/39
House of Seven Gables		Vincent Price-Margaret Lindsay			In Prod.
Invisible Man Returns (D)		Hardwicke-Price-Grey		1/12/40	a11/11/39
It Happened in Kaloha		Deanna Durbin-Kay Francis			In Prod.
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Man From Montreal (D)		Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee		Mae West-W. C. Fields		2/9/40	In Prod.
Oh Johnny, How You Can Love(C)		Tom Brown-Peggy Moran		1/5/40	a12/30/39
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Paseo Basin (W) (Former title, "Vigilante War")		J. M. Brown-Bob Baker		4/5/40	a9/30/39
Rigadoon (D)		Lola Lane-James Craig			a1/6/40
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W) (Former title "Galloping Kid")		J. M. Brown-Bob Baker		1/19/40	a9/16/39
Witness Vanishes (My)	66	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	55	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	108	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C) (Reviewed as "Hobby Family")	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granvile-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-L. Rhodes	(A)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(A)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
British Intelligence (D) (Former title, "Enemy Agent")	62	Boris Karloff-Margaret Lindsay.		1/20/40	a4/1/39
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My-D) (Former title, "Philo Vance Comes Back")	94	James Stephenson			a9/2/39
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(A)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)		b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D) (Reviewed as "Juarez and Maxmilian"—States Rights)	95	Medea Novara-L. Atwill		12/16/39	b4/29/39
Magic Bullets (D) (Former title, "Life of Dr. Ehrlich")		Edw. G. Robinson-Ruth Gordon.			a11/4/39
Married, Pretty and Poor		Olivia de Havilland-Garfield			In Prod.
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert		10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D) (Former title, "State Cop")		D. Morgan-J. Payne-G. Dickson.			a9/23/39
Three Cheers for the Irish		Priscilla Lane-Dennis Morgan			In Prod.
Virginia City (Tech.) (D)		Flynn-Hopkins-Scott			a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39
We Shall Meet Again		Merle Oberon-George Brent			In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Years Without Days (D) (Former title, "20,000 Years In Sing Sing")		Garfield-O'Brien-Sheridan			a8/12/39

STATES RIGHTS

Title	Mins.	Stars		Rel. Date	See Issue of
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)		Beverly Roberts-Rob't Wilcox		Producers	a10/21/39
Challenge, The (D)	69	Trenker-Douglas	(A)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")		Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)		Grace Bradley-Roland Drew			all/25/39
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/38
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars		Rel. Date	See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
San Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night In a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swingtime		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
World of 1960	Interesting	10	1/ 6/40
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator		6½	Not Rev.
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury		10	Not Rev.
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/38
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/38
Help Wanted	Excellent	21	7/22/38
Money to Loan	Excellent	20	1/ 1/39
Think First	One of the Best	20	10/ 7/38
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Inkers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only.	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Mad Maestro		8	..Not Rev.
Peace on Earth	Definitely a "Must"	8	..12/ 9/39
CRIME DOESN'T PAY (6)			
Pound Foolish		20	..Not Rev.
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	..10/ 7/39
Failure at Fifty	Excellent	10	..10/28/39
Mendelssohn's Wedding March	For Romanticists	11	..11/25/39
Miracle at Lourdes		10	..Not Rev.
Rumba Rhythm	Entertaining	10	.. 4/ 2/39
Where Turf Meets Surf		10	..Not Rev.
OUR GANG (8)			
Captain Spanky's Showboat	Funny	10	..10/14/39
Dad For a Day	Good	11	..11/25/39
Time Out for Lessons	Fair	11	..12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	..12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	..11/25/39
Romance of the Potato	Good	9	..12/23/39
Ski Birds	Excellent	8	..11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	..10/28/39
See Your Doctor	Very Funny	8	..12/23/39
That Inferior Feeling		10	..Not Rev.
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	.. 9/ 9/39
Land of Alaska Nellie		10	..Not Rev.
Natural Wonders of Washington State	Okay	10	..10/28/39
Old Natchez		10	..Not Rev.
Quaint St. Augustine	Charming	9	..11/25/39
Valiant Venezuela	Standard	9	..12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	.. 9/24/38
Musical Mountaineers	Amusing	7	.. 6/ 3/39
My Friend the Monkey	Poor	7	.. 2/11/39
On With the New	Okay	7	..12/17/38
Pudgy In Thrills and Chills	Fair	7	.. 1/21/39
Pudgy the Watchman	Fair	7	.. 8/13/38
Rhythm on the Reservation	Fair	7	.. 8/ 5/39
Sally Swing	Poor	7	..10/15/38
Scared Crows	Average	7	.. 7/ 1/39
So Does An Automobile	Good	7	.. 4/ 1/39
Yip Yip Yippy	Good	7	.. 7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	.. 8/27/38
Always Kickin'	Fair	7	.. 2/11/39
Barnyard Brat	Cute	7	.. 7/29/39
Playful Polar Bears	Cute	7	..11/12/38
Small Fry	Okay	7	.. 4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	.. 7/29/39
Costa Rica	Fair	10	..11/26/38
Guatemala	Excellent	10	.. 8/27/38
Land of Inca Memories	Fair	10	.. 1/21/39
Jamaica	Fair	10	.. 7/15/39
Mexico	Poor	10	.. 9/24/38
Republic of Panama	Interesting	9	.. 4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	..10/15/38
Champagne Music of Lawrence Welk	Snappy	10	.. 3/ 4/39
Hal Kemp & Orch.	Okay	9	..11/26/38
Lights! Action! Lucas!	Excellent	10	.. 8/27/38
Moments of Charm	Splendid	10	.. 7/16/38
Music Through the Years	Lacks Movement	11	.. 2/11/39
Orrin Tucker & Orch.	Snappy	10	..11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	.. 5/27/39
Song Is Born	Unusual	10	..12/17/38
Sweet Moments	Sweet They Are	10	.. 8/26/39
Tempo of Tomorrow	Good	10	.. 7/ 1/39
Three Kings and a Queen	Good Music	10	.. 4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	.. 8/26/39
Circus Co-Ed	Very Good	10	.. 3/ 4/39
Farewell Vienna	For Music Lovers	10	.. 7/22/39
Fisherman's Pluck	Swell Sport Short	10	.. 4/ 1/39
Mildewed Melodramas	Very Funny	11	.. 9/24/38
Oh Say, Can You Ski?	Commercial	10	..12/17/38
Raising Canines	Interesting	10	..10/15/38
Rube Goldberg's Travelogab	Very Funny	8½	..10/15/38
Swans		10	..Not Rev.
Tannhauser	Classic	12	.. 8/13/38
That's Africa	Unusual	10	.. 3/ 4/39
Unfinished Symphony	Classic	10	..11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech			
No. 1	Standard	10	.. 8/13/38
No. 2	Good	10	.. 8/27/38
No. 3	Slow	10	.. 9/24/38
No. 4	Fair	10	..11/19/38
No. 5	Fair	9	..12/ 3/38
No. 6	Interesting	6	.. 1/21/39
No. 7	Very Good	9	.. 2/11/39
No. 8	Interesting	10	.. 3/ 4/39
No. 9	Fair	10	.. 5/ 6/39
No. 10	Good	11	.. 6/10/39
No. 11	Interesting	10	.. 7/ 1/39
No. 12	Very Good	10	.. 7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	.. 8/27/38
Cops Is Always Right	Average	7	.. 1/21/39
Customers Wanted	Almost a Reissue	7	.. 2/18/39
Date to Skate	Good	7	..12/10/38
Ghosks Is the Bunk	Good	7	.. 7/22/39
Goonland	Funny	7	..11/19/38
Hello, How Am I?	Funny	7	.. 7/29/39
It's the Natural Thing to Do	Satisfactory	7	.. 8/19/39
Leave Well Enough Alone	Fair	7	.. 4/29/39
Mutiny Ain't Nice	Swell	7	.. 9/24/38
Wotta Nitemare	Swell	7	.. 7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	.. 9/24/38
No. 2	Interesting	11	..11/19/38
No. 3		10	..Not Rev.
No. 4	Diversified	10	.. 4/ 1/39
No. 5	Good	11	.. 6/ 3/39
No. 6	Good	11	.. 8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	.. 4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	..10/15/38
Diamond Dust	Very Good	10	.. 5/27/39
Death Valley Thrills	Excellent	10	.. 7/ 1/39
Frolicking Frogs	Good	10	..12/ 3/38
Good Skates	Very Good	10	.. 4/29/39
Hold Your Breath	Excellent	10	.. 2/11/39
Hunting Thrills	Good	10	.. 8/27/38
Racing Pigeons	Interesting	10	.. 9/24/38
Sporting Irish	Swell Entertainment	10	.. 3/ 4/39
Sporting Test	Excellent	10	.. 8/13/38
Super Athletes	Swell	10	..11/12/38
Two Boys and a Dog	Different	10	..12/17/38
Watch Your Step	Unique	10	.. 7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	.. 8/13/38
No. 2	Very Good	11	..10/15/38
No. 3	All Right	11	..12/17/38
No. 4	Good	10	.. 1/21/39
No. 5	Interesting	11	.. 4/29/39
No. 6	Interesting	10	.. 7/22/39

1939-40

	Comment	Running Time	Reviewed Issue of
COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	..Not Rev.
Fresh Vegetable Mystery	Clever	7	..10/21/39
Little Lambkin		7	..Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	..12/16/39
Cuba		10	..Not Rev.
Ecuador	Fair	10	.. 9/16/39
Isle of Columbus		10	..Not Rev.
Peru	Average	10	..10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	.. 8/26/39
Frankie Masters and his Orch.		10	..Not Rev.
Here's Hal	Average Band Number	10	..12/16/39
Jimmy Dorsey and His Orch.		10	..Not Rev.
Moments of Charm of 1940	Very Good	11	..11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	..11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	..12/16/39
Busy Little Bears	Splendid	10	..11/11/39
Pictoria!		10	..Not Rev.
Public Hobby No. 1	Stamp-endous	10	.. 9/ 2/39
Touchdown Review		10	..Not Rev.
Windward, Ho!		10	..Not Rev.
POPEYE (12)			
Females Is Fickle		7	..Not Rev.
Never Sock a Baby	Good	6	..11/18/39
Skakespearian Spinach		7	..Not Rev.
POPULAR SCIENCE (6)			
No. 1	Very Good	10	.. 9/23/39
No. 2	Very Interesting	10	..11/25/39
No. 3		10	..Not Rev.
No. 4		10	..Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	..11/18/39
Bowling Skill		10	..Not Rev.
Catching Whoppers	Thrilling	10	.. 9/23/39
Dog Is Born	Excellent	10	..11/ 4/39
Desert Adventure	Excellent	10	.. 9/23/39
Hydro-Maniacs	Exciting	10	.. 8/26/39
Judo Experts		10	..Not Rev.

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	..Not Rev.
Way Back When a Triangle Had Its Points		7	..Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	..10/21/39
Merry Wives of Windsor	For Music Lovers	9	..11/11/39
William Tell	Serious Music	10	..12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	..10/14/39
No. 2	Fairly Interesting	11	..12/16/39
No. 3		11	..Not Rev.

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	.. 9/ 9/39
Beach Picnic	A Scream	8	.. 5/27/39
Brave Little Tailor	Great	9	.. 9/ 3/38
Donald's Cousin Gus	Excellent	7	.. 5/20/39
Donald's Golf Game		8	..Not Rev.
Donald's Lucky Day	A Scream	8	..10/22/38
Donald's Penguin	Swell	8	.. 5/20/39
Farmyard Symphony	A Real Treat	8	..10/22/38
Ferdinand the Bull	Excellent	8	..10/29/38
Goofy and Wilbur	Extremely Funny	8	..10/22/38
Hockey Champ	A Howl	8	.. 5/20/39
Merbabies (SS)	Good	8	.. 3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	..10/22/38
Pointer	Very Funny	8	.. 5/20/39
Practical Pig	Great	8½	..10/22/38
Sea Scouts	Excellent	8	.. 7/22/39
Society Dog Show		8	..Not Rev.
Ugly Duckling (SS)	Wonderful	9	..10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	..Not Rev.
Beaux and Errors	Good	18	..10/ 1/38
Clean Sweep		17	..Not Rev.
Clock Wise	Funny	16	.. 4/ 8/39
Feathered Pests		16	..Not Rev.
Maid to Order		18	..Not Rev.
HEADLINERS (4)			
Romancing Along		21	..Not Rev.
Sales Slips		17	..Not Rev.
Sea Melody	Very Good	10	..10/ 8/38
Swing Vacation		19	..Not Rev.
LEON ERROL (6)			
Crime Rave		18	..Not Rev.
Home Boner		20	..Not Rev.
Major Difficulties	Excellent	19	..10/29/38
Moving Vanities	Laugh Getter	17	.. 5/ 6/39
Ring Madness		19	..Not Rev.
Stage Fright	Very Funny	18	.. 9/ 3/38
MARCH OF TIME (13)			
Inside the Maginot Line	Excellent	20½	..10/29/38
Movies March On	Very Good	22	.. 7/ 8/39
Metropolis—1939	Fine	18	.. 8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	.. 5/ 6/39
Cafe Rendezvous		10	..Not Rev.
Hello Mama	Fair	9	.. 4/ 8/39
Readin', Writin' and Rhythm		10	..Not Rev.
Samovar Serenade		10	..Not Rev.
Styles and Smiles	Good	11	..10/ 1/38
Talent Auction	Fair	10	..10/29/38
Tropical Topics		10	..Not Rev.
Under a Gypsy Moon	Just Filler	10	.. 9/ 3/38
Venetian Moonlight		11	..Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	.. 7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	.. 5/ 6/39
Hectic Honeymoon	Funny	17	..10/29/38
Marriage-Go-Round		18	..Not Rev.
Plumb Crazy		16	..Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	..Not Rev.
Ranch House Romeo	Diverting	17	.. 4/ 8/39
Sagebrush Serenade		19	..Not Rev.
Western Welcome	Entertaining	20	.. 5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	.. 3/18/39
Dude Ranch	Exceptional	10	..11/ 5/38
Gold		10	..Not Rev.
Newsreel	Unusual	10	..12/10/38
Pack Trip	Excellent	9	.. 8/26/39
Pilot Boat	Interesting	8	.. 2/ 4/39
Soldiers of the Sea	Interesting	10	.. 4/22/39
Swinguet	Satisfactory	9	.. 7/22/39
Submarine Circus	Unusual	10	..10/ 1/38
Television	Very Interesting	9	.. 5/ 6/39
Trans America	Fair	10	..10/22/38
World of Tomorrow	Fair Preview	10	.. 7/15/39
Zoo	Very Good	9	.. 9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Nevada Unlimited	Interesting	9	9/30/39
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse In a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Muts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads		18	Not Rev.
Rhythm Jamboree		18	Not Rev.
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.

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VITAPHONE-WARNER BROS. 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Artie Shaw	For Jitterbugs	10	6/24/39
Club on the Air	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Sho Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (Con't)			
Lives In Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers		10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminisent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)			
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
LOONEY TUNES (16)			
Africa Squeaks		10	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm		7	Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39



High School

(Continued from page 39)

all of her tricks, including a touch of singing the concert class of music. Good choice of her male supporting players help the laughs, although the other girl principals are a little mature for high schoolers. Cliff Edwards and Lloyd Corrigan especially help out the comedy. Here is a picture which is a natural for a scholastic tieup, in any city. An opening night parade of the school's R.O.T.C. should be set, along with the girl students marching group if such exists. Stage an archery contest with a Jane Withers prize for high school girls. A lasso contest for either boys or girls can be staged in the same manner. If there is more than one high school in your city, stage a contest of bands or drums corps in front of the theatre—one appearing each night with judges naming the winners at the end of the week. (FAMILY)

Catchline: "Jane learns about high school the hard way."

AUDIENCE SLANT: WHERE FAMILY AND YOUNGER TRADE PREDOMINATES, IT WILL BE ESPECIALLY WELL LIKED.

BOX OFFICE SLANT: SHOULD DO BETTER THAN AVERAGE FOR JANE WITHERS PICTURES.

Granny Get Your Gun

(Hollywood Preview)

WB COMEDY-DRAMA 56 mins.

(Nat'l Release, not set)

Credits: May Robson, Harry Davenport, Margot Stevenson, Hardie Albright, Clem Bevans, Clay Clement, William Davidson, Ann Todd and others. Based on a story by Erle Stanley. Original screenplay by Kenneth Gamet. Directed by George Amy. Associate Producer, Bryan Foy.

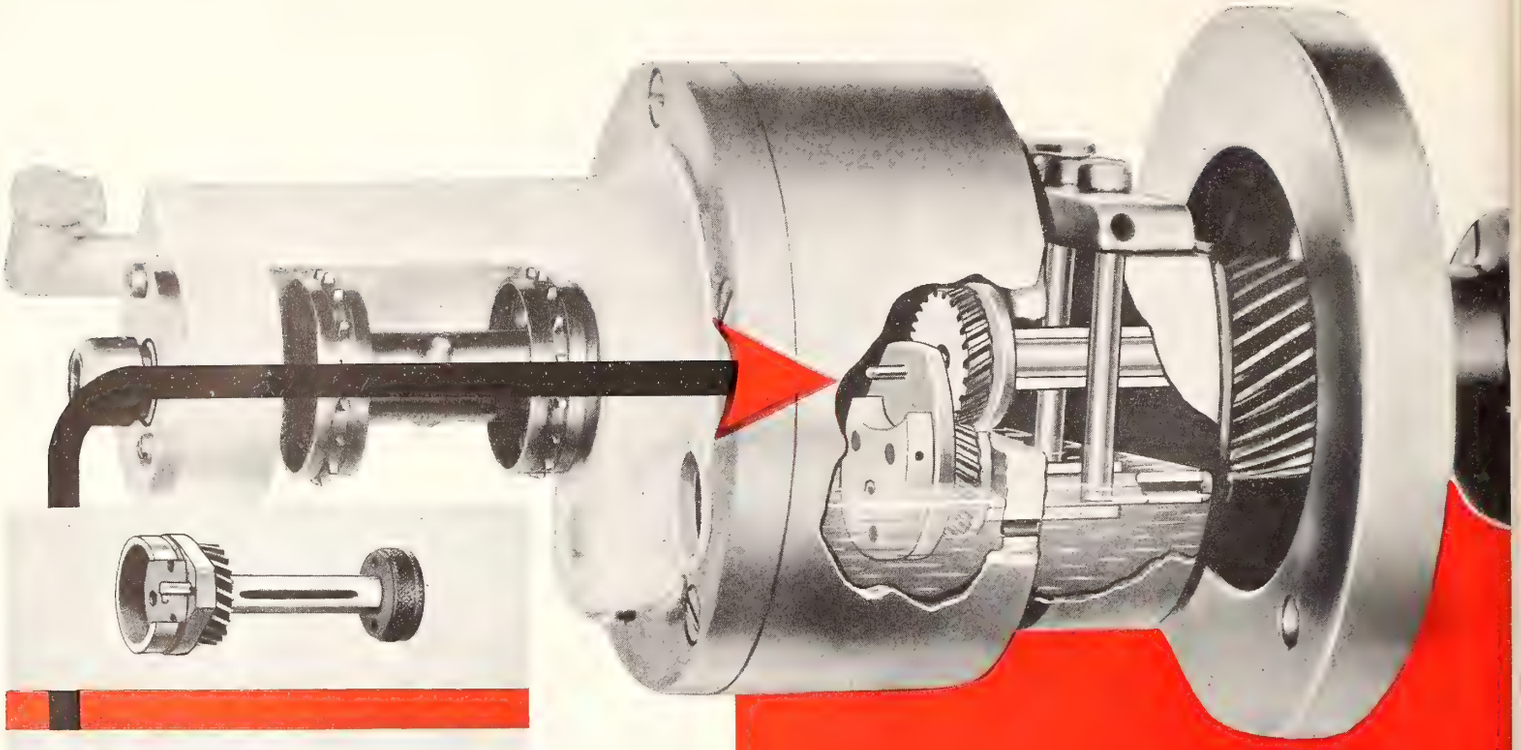
Plot: May Robson is back in Nevada, where she grubstaked her fortune years ago, to help her granddaughter, Margot Stevenson, get a divorce from Hardie Albright, her worthless husband, who demands money before permitting a divorce and whose weapon is two gambling checks which Margot gave at the local casino, without money to back them up. May visits him secretly, to get the checks, but finds him murdered. She suspects Margot and so substitutes her own fingerprints and is arrested for the murder. When she is freed because of lack of evidence, she discovers that Margot is innocent and gets Harry Davenport, her lawyer, to help her find the guilty party.

Comment: With two such fine troupers as May Robson and Harry Davenport in the leading roles, this was bound to be a good, entertaining picture and it turns out to be a vigorous comedy-drama thoroughly enjoyable. There's many a good, hearty belly-laugh for the average audience. Unusually fine too, is the supporting cast, especially Clem Bevans, who contributes much to the hilarity of the picture. Production and direction are good. Play up the fact that the two leads are real old-timers in the entertainment field. Cards printed in gold ink with wording "Here's A Bit of Gold from Granny's Mine," could be distributed around town. Lobby display of all types of guns would attract attention. (FAMILY)

Catchline: "See sweet, old man-killer Minerva do her stuff."

AUDIENCE SLANT: THOROUGHLY ENJOYABLE WITH MANY HEARTY BELLY-LAUGHS FOR THE AVERAGE AUDIENCE

BOX OFFICE SLANT: WILL BUILD ON WORD OF MOUTH BUT CHIEF DRAW DEPENDS ON ROBSON STRENGTH IN YOUR LOCALITY.



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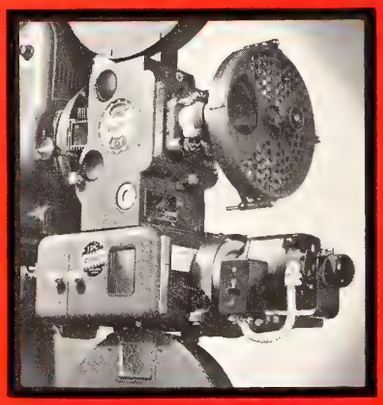
THE SHOW MUST GO ON...

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JAN 15 1940

SHOWMEN'S

MOTION PICTURE

Trade Review

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

FILE

FILE

REVIEWED IN THIS ISSUE

Cafe Hostess
Emergency Squad
Slightly Honorable
Remember the Night
British Intelligence
He Married His Wife
Two Fisted Rangers
Santa Fe Marshal
Buried Alive

January 13, 1940
Vol. 31 No. 25
IN TWO SECTIONS
SECTION ONE

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of this issue

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TODAY!

Special M-G-M Flash!



MARGARET SULLAVAN · JAMES STEWART in The Ernst Lubitsch Production **"THE SHOP AROUND THE CORNER"** with Frank Morgan · Joseph Schildkraut · Screen Play by Samson Raphaelson · Produced and Directed by Ernst Lubitsch · A Metro-Goldwyn-Mayer Picture

Ernst Lubitsch directing a scene with Margaret Sullavan and James Stewart!

Quickly Mr. Exhibitor!
Tell your patrons about M-G-M's

"THE SHOP AROUND THE CORNER"

It's a dream! It's a honey! It's BOX-OFFICE!
Opening soon at Radio City Music Hall!
Thank you Mister Lubitsch!
While the folks are still howling over "Ninotchka"
You deliver another hilarious hit!
You know what laughter means these days:
It means escape from the world's woes—
And it means lines at the box-office for every Tom, Dick and Mabel in town. And it's a grand love story between sweet Margaret Sullavan and James ("*Mr. Smith Goes to Washington*") Stewart.



Whoopee! **M-G-M!**

The Editorial Page

We Concur

To us two things stand out in the recent statement made by Spyros Skouras, head of National Theatres.

First: That whatever better business comes in 1940 will be up to the studios. They must provide better entertainment and at lower costs.

Second: More and better showmanship in the merchandising of the attraction by the theatreman. Or to make it more emphatic; more selling effort must be put behind each attraction playing the theatres.

The eagle eye of executive Hollywood has already given encouraging indication that production costs can be brought down without seriously impairing the quality of the product. If efforts along these lines continue, it is safe to predict that before another year goes by studios will be gearing their product to conform to something resembling domestic revenue.

As for the merchandising of pictures, no trade medium has been shouting for this longer or louder than STR. It was unfortunate for theatres in particular and the industry in general that too many fine pictures were being allowed to shift for themselves in the theatres.

Skouras' closing remarks speak eloquently and we pass them along: " . . . with an assured flow of strong product augmented with aggressive showmanship effort in all departments, I am sure that the box offices of the country will reflect to the fullest extent the steady advances that has been evident in all business indices during the past few months."

◆ ◆ ◆

Cheap Advertising

Many exhibitors have been sold a "bill of goods" about the extra money they can make by running advertising clips on their screens. And, surprisingly, many exhibitors have fallen for the song and dance and completely blinded themselves to the harm they are doing to their theatres and the ill-will engendered by running those ad clips.

Theatre patrons, when they have straight ad films thrown at them from the screen, are forced, whether they like it or not, to sit through them. They are in the mood for entertainment and not for buying Blah-Blah Bread or Permanent Waves.

We sat through five or six of these advertising messes one night out in the middle west and listened to the grunts and cat-calls from the audience to which the management apparently shut its eyes and its ears.

Later on we learned that for desecrating his screen with those ad clips he received the munificent total of about six dollars a week. Now if anyone can tell us that five or six dollars a week, matched against the goodwill of his patrons, is good business, then something has gone cockeyed with this whole theatre business.

Exhibitors running screen advertising are suckers. For all they get out of it they would be better off turning the signs off five minutes earlier each night and thereby saving the amount they get for ruining the theatre's goodwill in the community.

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An Encyclopedia of Showmanship

Incorporated in this week's issue will be found a carefully compiled index covering all the contents of STR for the entire calendar year of 1939.

A cursory glance at it would immediately reveal that those theatremen who retained and filed their copies would have a veritable encyclopedia of showmanship.

It has been broken down and cross indexed so that every conceivable form of activity can be found quickly and easily. And included in its contents for the year is everything and anything the theatreman of today must have or know about to efficiently and profitably operate.

Those of you who failed to file your copies each week should start doing so now for the future value they will have when you seek some help or information. We cannot recommend or try to sell you some kind of a binder for your copies because fifty-two of them would be far more than any binding would ever hold. But by filing your weekly copies by dates you will always be able to find the copy you need . . . when you need it.

No volume ever created could take the place of your fifty-two copies of STR or begin to cover the territory covered by any such a period of time. Not only do they contain the latest fashions in show-selling but in addition you will have a multitude of direct campaigns, theatre construction, maintenance, equipment, advertising, publicity and every possible form of merchandising.

◆ ◆ ◆

We Wonder

Is it possible that the reason Eddie Cantor didn't return to the air-waves has anything to do with the fact that he hasn't made a picture in several years?

And we also wonder: if after he makes a successful picture whether the demand for his return to broadcasting will perk up again?

And we continue to wonder: whether he will become an air attraction again to the detriment of the movie box offices?

—*"CHICK" LEWIS*

SAYS NEELY BILL PASSAGE "LIKELY"

Kuykendall Declares Industry No Nearer Solution to Problems

Enactment of the Neely Bill by the House at the present session of Congress is likely, Ed Kuykendall, MPTOA prexy, declares in a general bulletin issued last week. Touching on industry disputes and basic grievances of the past year, Kuykendall then goes into a discussion of the Neely measure, which he says "applies to everybody without exception, not just to the circuits as you may have been told."

Furthermore, the MPTOA head declares that "the refusal of several of the distributing companies to provide any adequate option to cancel pictures in their exhibition contracts, or otherwise, has not helped the situation any, and has nullified to a large extent the effect of the cancellation rights voluntarily offered by two of the leading film companies."

He says that exhibitors cannot understand the defiant attitude of the distributing companies who have failed or refused to provide an adequate right to cancel in their 1939-40 contracts. This law will hit every one of the distributors, he points out, whether they have made any effort to provide selective contracts or not. "So will an adverse decision on the block-booking charges in the government anti-trust suit, which goes on trial May 1.

Kuykendall declares the industry is no nearer to solution of its problems than it was at the beginning of 1939, and asserts that "we wind up the year in an apparently hopeless position." Despite the situation, however, MPTOA is determined to fight for what it thinks is right, the bulletin declares, and goes on to point out that the industry can be proud of the improvement in production, better management, and the killing of adverse legislation.

Meanwhile, in regard to the Neely Bill, it was announced this week that AMPA, through its special committee headed by Martin Starr of WMCA, will wage a three-point campaign against the measure. Contemplated in the campaign is the "harnessing" of home office employes who will be urged to approach their Congressmen, and at the same time enlist the support of friends and relatives and trade editors.

Three hundred New York A. F. of L. labor unions, acting through Thomas Murtha, president of the Central Trades and Labor Council, and the Council's Executive Board, have joined the fight against the Neely Bill. According to a joint statement, the Bill's passage "would cause tremendous injury to thousands of workers in various branches of the . . . motion picture industry and that, stripped of its camouflage, is designed to increase tremendously the risks taken by the producing companies, which are already staggering."

Ten Best Announced by Film Daily

MGM's "Goodbye, Mr. Chips" was chosen by the nation's critics as the best picture of 1939, rolling up 472 votes out of a possible 542 in Film Daily's 18th Annual "Ten Best Pictures" Poll. In second place, with 433 votes, was Columbia's "Mr. Smith Goes to Washington." Following are the "Ten Best":

TITLE	DISTRIBUTOR	VOTES
Goodbye, Mr. Chips	M-G-M (England)	472
Mr. Smith Goes to Washington	Columbia	433
Pygmalion	M-G-M-Pascal (Eng.)	349
Wuthering Heights	UA-Goldwyn	283
Dark Victory	Warner Bros.	280
The Women	M-G-M	254
The Wizard of Oz	M-G-M	244
Juarez	Warner Bros.	216
Stanley and Livingstone	20th Century-Fox	213
The Old Maid	Warner Bros.	166

BIOFF INDICTED FOR TAX FRAUD

Union Leader Said to Have $33,000 Income In 1936

Los Angeles — William Bioff, head of the IATSE, was indicted Wednesday by a Federal Grand Jury on charges of income tax fraud. Bioff, the Government charged, had reported an income of $5,720 in 1936, whereas his income was $33,573.25. The indictment also charged his income for 1937 was $176,416 and that he reported only $7,205.

LEVY HEADING MAYFAIR FILMS

"Boys From Syracuse" First On the Schedule

With the formation of a new film corporation, Mayfair, Inc., headed by himself, Jules Levy, former RKO Pictures sales manager, left Tuesday for Hollywood to produce a series of pictures. The signing of additional stars to join the Ritz Brothers in "The Boys from Syracuse," first film on his schedule, has been consummated, he declared, and the names will be announced upon his arrival at the coast. Further announcements will follow conferences at Universal which will release the Mayfair product.

Goldstein Hoppers Bingo Bill

Albany—A measure which will give legal status to Bingo and provide for the issuance of permits to be governed by seating arrangements and size of halls or theatres is being hoppered here by Assemblyman A. F. Goldstein.

"QUIZO" GAME IS RULED ILLEGAL

Decision May End All Other Philly Games

Philadelphia — In a decision handed down over the week-end, Common Pleas Judge Eugene Allesandroni ruled that Quizo, a local game, was illegal in its operation at the Mayfair Theatre. Said to be similar to others but with alleged educational angles, the game had been operated at the Mayfair as a direct test case.

In view of the decision, all games are now to be considered as an illegal lottery, according to the Assistant City Solicitor, who called upon police to enforce the ban.

Meanwhile, it was announced in New Haven that William Sirica, operator of the Lido, Waterbury, is handling the sale of Hollywood Party, theatre cash game, for his territory. To win prizes, answers about stars have to be five-in-a-row.

"Gulliver" Still Strong At N. Y. Paramount

Paramount's Technicolor feature length cartoon, "Gulliver's Travels", completed its third week Tuesday with receipts of $32,000, Robert M. Weitman, manager of the Paramount, reported. The picture is now in its fourth and final week.

Set Additional Dates For "Blue Bird"

Additional roadshow engagements for "The Blue Bird," 20th-Fox Technicolor film, are scheduled for the Adams Theatre, Detroit, starting Jan. 26, and the St. Francis Theatre, San Francisco, starting Feb. 1. Besides attending the New York premiere Jan. 19, Darryl F. Zanuck will also be present at the Detroit and San Francisco openings.

MAY ASK 70 P.C. FOR "LINCOLN"

Those Terms Probable for Some Engagements

When and if RKO Radio's "Abe Lincoln in Illinois" plays in houses taken over for the run of the film, terms as high as 70 per cent, it was learned from reliable sources this week. With early runs scheduled to be strictly on a roadshow basis, advanced prices will be asked until at least 1941.

The world premiere is scheduled to be held in Washington on Jan. 22. No definite plans have been made for the B'way opening.

In the meantime, seats for the Washington premiere were placed on sale Wednesday, four weeks in advance. The opening at RKO Keith's Theatre will be attended by an imposing audience headed by Mrs. Eleanor Roosevelt. During its Washington run, "Abe Lincoln in Illinois" will be shown five times daily, with prices ranging from 55 cents for the morning shows and 75 cents for the matinees, to $1.10 and $1.65 for evening performances. Proceeds of the premiere performance will be donated to the Children's Hospital Fund and Fellowship Fund of the Newspaper Women's Club of Washington.

Veteran Employe Dies

Portsmouth, N. H.—Employed at the Colonial Theatre here for the past 21 years, Mrs. Lucy E. Staples, 65, died this week.

SHOWMEN'S MOTION PICTURE Trade Review

Vol. 31, No. 25 Jan. 13, 1940
In Two Sections Section One

Title and Trade Mark Reg. U. S. Pat. Off.

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Showmen's Trade Review is published weekly by Showmen's Trade Review, Inc. Publication office, 34 North Crystal St., East Stroudsburg, Pa. Editorial and advertising offices, 1501 Broadway, New York City. Tel.: Bryant 9-5606. Subscription price in the United States and Canada, $2.00 per year. Foreign, $5.00 per year. Single copies, ten cents. Subscribers should remit with order. All contents copyrighted 1940.

NEW STRIKE IS AVERTED

Committees to Report Back on Facts

Hollywood — At a conference here Tuesday afternoon attended by producers, William Bioff, Stephen Newman, Lew C. P. Blix, international representatives of IATSE and business agents of IA's ten studio locals, the danger of a new studio strike was averted. It was announced by the producers, following the meeting, that committees representing the producers and the IATSE would gather the facts involved in working conditions and jurisdiction and report back to their respective groups.

Agreement of the producers to enforce jurisdiction and working conditions 100 per cent was announced by Bioff, whose threats to call a new strike were responsible for the session Tuesday.

It had been charged by the IA that the producers had chiseled on the 10 per cent wage increase by using lower salaried workers in jobs formerly occupied by men in higher scale salary classification. Other abuses had also been charged.

Fighting 69th to See Film at Dinner

At a dinner to be held in the Grand Ballroom of the Waldorf-Astoria on Jan. 24, veterans and present members of the Fighting 69th Infantry will see Warners' "The Fighting 69th," which tells the story of the regiment in the World War.

New Branch Manager

Cleveland — Ted Mendelssohn, former Warner city sales manager in Chicago, succeeds Herbert J. Ochs as branch manager of the WB exchange here.

Mutual Congrats



Samuel Goldwyn and Jack Cohn receive congratulations at the New York Film Critics party; Goldwyn for United Artists' "Wuthering Heights"—best picture of 1939; Cohn for Columbia's "Mr. Smith Goes To Washington" in which James Stewart was given the award as 1939 best actor.

MONO. CHIEFS' PACTS EXTENDED

Weeks Resigns Sales Post To Enter Production

Extension of contracts of W. Ray Johnston, president, and Scott R. Dunlap, vice-president in charge of production, for a period ending March 1, 1945, was approved at Monogram Pictures' quarterly board of directors meeting held this week. Thomas P. Loach was elected treasurer of the corporation, succeeding Leon Fromkess who resigned several months ago. Edward G. Schieber was elected assistant treasurer.

The resignation of George W. Weeks as vice-president in charge of sales was accepted, effective March 1. Weeks is planning to go into production on the Coast shortly for Monogram release. Edward A. Golden will resume his former position as general sales manager and assistant to Johnston.

CLEARANCE IS '40 PROBLEM

So Richey Declares at W. Va. ITO Meet

Clarksburg, W. Va. — The industry's No. 1 problem is clearance and its solution, members of the ITO of West Virginia were told here Tuesday by H. M. Richey, RKO Radio's director of exhibitor relations. Many events will affect the motion picture industry this year, he predicted, and warned exhibitors to be prepared for them.

Richey asserted that, to some exhibitors, 1940 is the date "for the arrival in the promised land." But any solution brought about this year must be based on price of film, admission prices, distance, area, natural barriers and other things, he added.

"Many exhibitors will not find the promised land they expected," he said, "for if they feel that only the fact they charge a high admission will entitle them to an earlier run, some are going to be quite disconcerted to find that there are probably 100 entirely parallel situations which, while charging as proportionate a price for the same clearance as the others, are making a good profit and yet paying three and four times the film rental. Efficient operation of theatres will always be a factor in these equations."

Richey declared many exhibitors, in their minds, believe the picture business will be a Utopia when the Government wins its equity suit; others look to the Neely Bill as their salvation and others believe the solution to the industry's problems is some type of arbitration.

Attending the meeting were 55 exhibitors and other members of the motion picture industry. Those present took a keen interest in the discussion on unfair radio competition. Election of three new members to the board of directors and a secretary was postponed until the Spring.

Important Dates

Jan. 13-14: Columbia midwest and central sales meet, Chicago.
Jan. 17-18: National Allied Board of Directors Meeting, Carlton Hotel, Washington, D. C.
Jan. 17-18: Columbia southern sales meet, Dallas.
Jan. 18: MPTO of Virginia convention, John Marshall Hotel, Richmond.
Jan. 27-28: Columbia western sales meet, San Francisco.
Jan. 28: Actors Fund of America benefit, Winter Garden.

Nursery News

Logansport, Ind. — Cited as a circuit experiment, the New State Theatre under construction here will include a nursery.

20th-Fox Plans 5 In Color

Twenty-two Other Productions Are Also Planned for New Season's Line-up

Hollywood—Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, in preparing a tentative line-up of product for the 1940-41 season, is scheduling a minimum of five specials to be made in Technicolor. According to present plans, those pictures to get the color treatment are "Brigham Young," "Khyber Rifles," "The Mark of Zorro," "South American Way" and "The Tanganyika Exploit."

In preparation for probable inclusion in the 1940-41 line-up are 22 other productions, including "Broadcast," "Bowery Nightingale, "Breach of Discipline," "The Californians," "Connie Goes to College," "Dance Hall," "End of the Trail," "Father Duffy of the Fighting 69th," "The Great Commandment," "Henry Stanley in England," "The Postman Walks Alone" and several others.

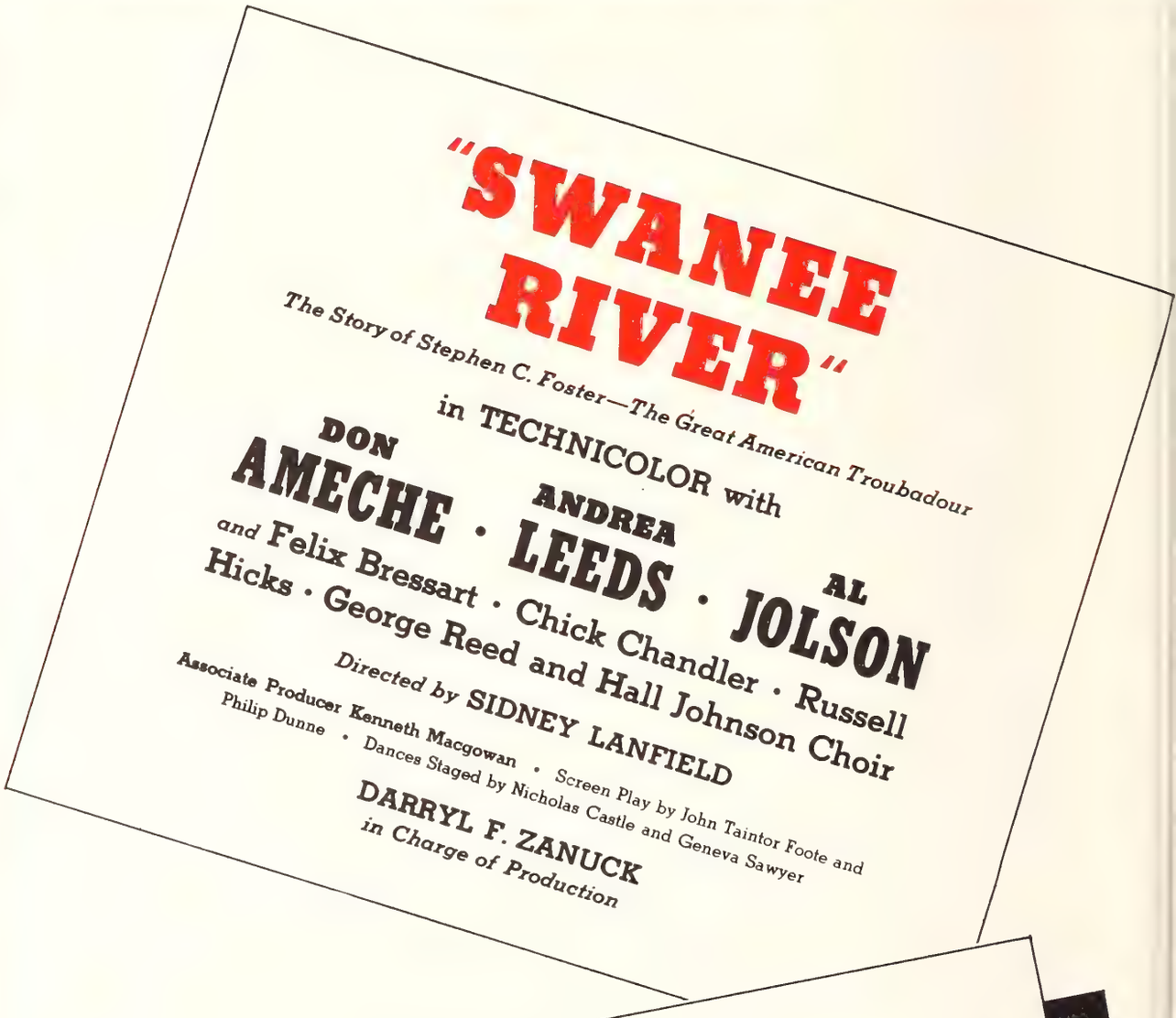
As far as 20th-Fox production in England is concerned, latest plans call for four pictures to be made there by Robert T. Kane. This is a minimum, it was pointed out, inasmuch as there is a possibility the schedule might be increased. Kane plans to sail for Europe about Feb. 15 to prepare his program. Studio heads were informed by Kane that their quota requirements had been completed up to March 31.



On Broadway this month!.

Heading for your theatre!.

THE GREATEST C
SMASH ATTRACTIO



Held over in 87 per cent of all key-city engagements, after topping the records of 20th's greatest money-makers!

otlighted for the nation!...

! from 20th Century-Fox!...

CENTRATION OF WITHIN MEMORY!

Maurice MAETERLINCK'S

"THE BLUE BIRD"

in TECHNICOLOR

with Shirley Temple · Spring Byington · Nigel Bruce · Gale Sondergaard · Eddie Collins · Sybil Jason · Jessie Ralph · Helen Ericson · Johnny Russell · Laura Hope Crews · Russell Hicks Cecilia Loftus · Al Shean · Gene Reynolds

Directed by WALTER LANG

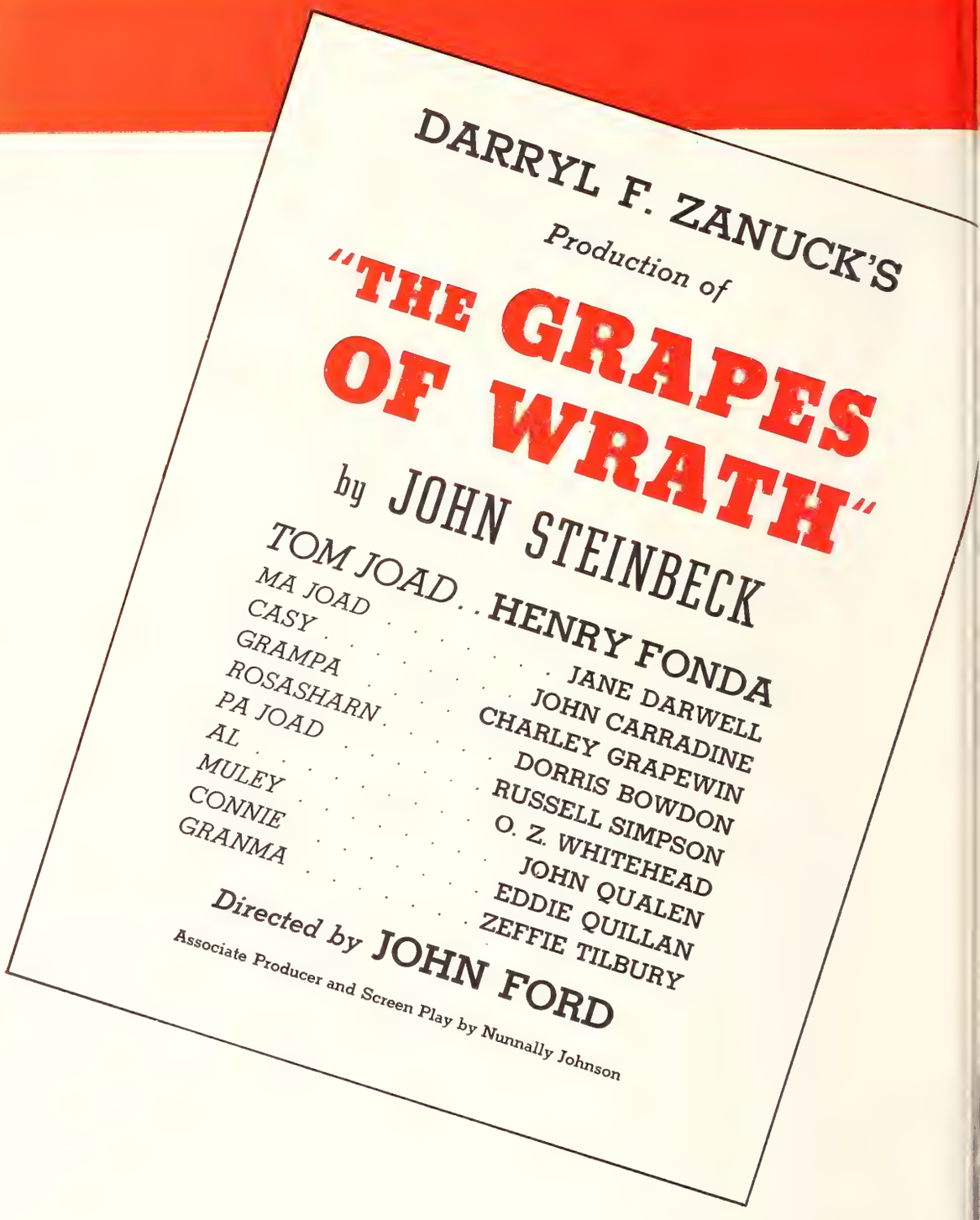
Associate Producer Gene Markey

Screen Play by Ernest Pascal · Additional Dialogue by Walter Bullock

DARRYL F. ZANUCK
in Charge of Production

and more

The most beautiful picture ever made... the most human story ever told. Because of the entertainment quality and industry importance of this production, 20th Century-Fox announces special road-show presentation, properly to introduce it to the public previous to its national release. World premiere at the Hollywood Theatre, New York, on January 19.



—the company with the most Fi

—the company with 1939's most

—the company with

DARRYL F. ZANUCK'S

Production of

"LITTLE OLD NEW YORK"

with

ALICE FAYE · FRED MacMURRAY · RICHARD GREENE

and

BRENDA JOYCE · Andy Devine

Henry Stephenson · Fritz Feld

Directed by **HENRY KING**

Associate Producer Raymond Griffith · Screen Play by Harry Tugend · Story by John Balderston · Based upon play by Rida Johnson Young

From the producer and the director of "In Old Chicago", "Alexander's Ragtime Band", "Jesse James", "Stanley and Livingstone"!

0th
TURY
OX

stars

sful production record

product for 1940!

ORDERS G. N. LIQUIDATION

Creditors' Objections Held Reason

Liquidation of Grand National within five days and the appointment of Harry Fromberg as trustee of the assets of the company was ordered last week by Referee Peter B. Olney, Jr. The order put GN into bankruptcy. The order followed the withdrawal of a check for $4,000 which had been posted to obtain further adjournment. Reason for the withdrawal was that "too many objections have been raised by creditors and there will be trouble in carrying out any plan offered for the company."

Before qualifying as trustee, Fromberg was ordered to post a $20,000 bond. When he reports at a hearing fixed for Jan. 19, it is expected that an examination under Section 21A of the Bankruptcy Act will be held with officers of the company.

Rejection of the company's application by the RFC was made on the grounds that it had not demonstrated it could profitably conduct business on a $600,000 loan.

Since the liquidation order did not affect Educational, renewed activity in the production of short subjects is being considered by E. W. Hammons. He is reported to be still seeking private capital which, if obtained, may vacate the liquidation order against GN.

COMPLETES SETUP

Film Alliance Has Exchanges Thruout Country

With the completion of franchise arrangements for several out of town spots, Film Alliance of U. S. announced this week completion of its national exchange setup. Branches have now been established in every important exchange center, and began the handling this week of the company's two current releases, "Treachery on the High Seas," released Jan. 2, and "The Face Behind the Scar," scheduled for Jan. 15 release. Norman Elson, sales manager, left this week for visits to Pittsburgh, Cleveland, Detroit, Chicago and Boston.

Three Warner Branches Merged Into One

The New York, New Jersey and Brooklyn branches of Vitagraph, Inc., Warners' distributing organization, were merged here this week, with offices at 315 W. 44th street, according to an announcement made by Roy Haines, Eastern and Canadian sales manager. Sam Lefkowitz, formerly office manager for these exchanges, has been promoted to branch manager of the New York office. It will be known as New York Metropolitan Exchange.

Tele Symphonics

Hollywood—By the terms of a pact signed here, NBC will get for television use all the Symphonic Featurettes produced in the future by Frederick Feher. Henceforth the shorts will be distributed by the National Philharmonic Association. Feher's distribution deal with Paramount, for whom he made six shorts, expired recently.

ZUKOR-HICKS ON S. AMERICA TRIP

Execs to Conduct General Survey of Conditions

Arriving in New York Thursday, Adolph Zukor, chairman of the board of Paramount Pictures, sailed Friday, accompanied by Vice-president John Hicks, Jr., aboard the S.S. Santa Elena for a two-month trip to Central and South America. The Paramount executives will conduct a general survey of Latin-American conditions, address sales meetings and discuss the new season's product.

The Zukor-Hicks trip has been scheduled for many months but takes an added importance in view of the present European war conditions and the correspondingly increased interest in the Latin-American film market.

Harry Abrams Named

Harry Abrams has been appointed sales manager of the Indianapolis office of Big Feature Rights Exchanges, the Alliance Films franchise holder in that territory.

Grainger Back Home

Following a five-week trip to the Coast during which he visited 16 of his company's offices in important key cities, James R. Grainger, Republic's president and general manager returned to the home office this week.

FWC THEATRE DEAL MULLED

May Acquire Interest In Pacific Theatres

Conferences which will determine whether or not FWC will acquire a 50 per cent interest in Pacific Theatres, Inc., were under way this week at National Theatres' home office between Charles Skouras, FWC head, and Spyros Skouras, NT chieftain. Much depends, Charles Skouras said, on the legal angles involved.

Should the deal go through, the El Rey and Lido Theatres, Los Angeles, The Strand, Redondo Beach, and the LaMar, Manhattan Beach, would become FWC property. Setting up of operating companies with a capitalization of $275,000 to take over the theatres is expected. Adolph Ramish operates Pacific States houses.

Optimism about theatre business on the Coast was expressed by Skouras, who expects to remain in New York a couple of weeks. A strong upward business surge started during the Christmas holidays, he reported, and it is still in evidence.

Hardy Film, "Earl" Go Into Criterion

Formerly slated for the Capitol or Radio City Music Hall, two MGM pictures have been booked into the Criterion. They are "Judge Hardy and Son" and "The Earl of Chicago."

Bingo Ruling Perils Future Theatre Games

Cleveland—The possibility of future police action against churches operating Bingo games and theatres operating Screeno and other variations of cash giveaways was voiced here this week by Safety Director Eliot Ness, following a recent ruling by Municipal Judge Oscar C. Bell in a "free" Bingo case.

Playdate Drive

Chicago—Meeting at the Blackstone Hotel here over the weekend, Monogram franchise holders set up individual branch quotas for the planned five-week playdate drive, which was launched during the sessions. The campaign, under the slogan, "March for Monogram," will extend from Feb. 26 to March 30, with cash awards for winning exchanges.

WB "WESTERNER" DEAL IS DROPPED

Report Warner Attorneys Advised Against Distribution

That there will be no deal between Samuel Goldwyn and Warner Bros. for the distribution of "The Westerner" was indicated this week when authoritative sources reliably reported that Warner home office attorneys had advised against the deal at this time and were of the opinion that Goldwyn was obliged to deliver his product exclusively to United Artists until December, 1945.

Goldwyn informed the press that any statements regarding the situation would have to come from his lawyer. However, Max D. Steuer, Goldwyn's attorney, declined to make any statement or comment on the report.

RENAMES SAMUELSON

Philly Allied Unit Again Makes Him Business Mgr.

Philadelphia — Philadelphia Allied unit, holding its annual meeting here Tuesday, renamed Sidney E. Samuelson business manager. E. B. Gregory, secretary, and Ben Fertel, treasurer, were also elected. Composing the finance committee for the new year will be Joseph Conway, chairman, David Milgram, Harry Chertcoff, Gregory and, ex-officio, Fertel. Charles Steifel, Harry Perelman and Gregory were re-elected to the board of directors for the Philadelphia area. For the upstaters, George Ickes and Chertcoff were elected for three-year terms.

WINNERS CHOSEN

Col. to Announce Awards In "Angels" Contest

Judging and selection of winners of Columbia's nationwide contest on behalf of "Only Angels Have Wings" took place Wednesday at a luncheon in the College Room of the Hotel Astor. The disposition of $4,000 in prizes was decided upon by the judges, who included Jack Alicoate, "Red" Kann, "Chick" Lewis and Martin Quigley. Columbia was represented by Jack Cohn. A. Montague, N. B. Spingold, Maurice Bergman, Hortense Shorr, Frank McGrann and Frank Rosenberg.

Wobber Sees Business Gain

20th-Fox Executive Cites Recent Big Holiday Grosses as Good Omen

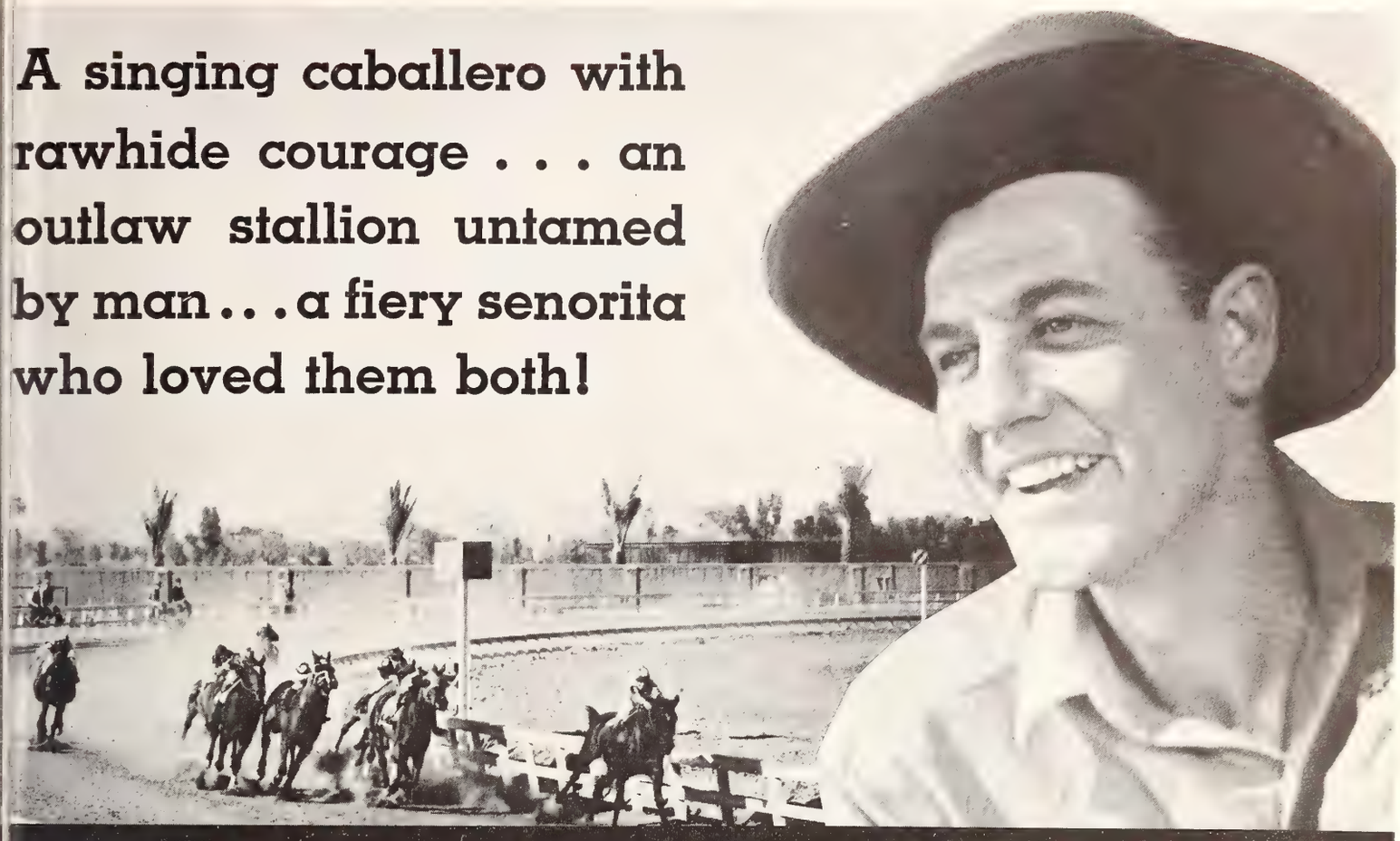
In New York from conferences on the Coast with studio executives, Herman Wobber, 20th-Fox general manager of distribution, expressed belief that a definite upward trend in the entertainment business is in sight.

To substantiate his opinion, Wobber pointed to the record-breaking grosses throughout the country during the recent holiday season as indication that people were spending "entertainment money."

Enthusiastic about the company's forthcoming production of "The Blue Bird," photographed in Technicolor, Wobber referred to it as the finest type of fantasy picture he had ever seen. Company business is good and improving, he reported. At the same time, he said he planned to call a meeting of district managers some time soon, but that no date had been set for the conference.

Additional News on Page 23

A singing caballero with rawhide courage . . . an outlaw stallion untamed by man . . . a fiery senorita who loved them both!



THE GENTLEMAN FROM ARIZONA"

WITH

JOHN KING • J. FARRELL MacDONALD • JOAN BARCLAY

CRAIG REYNOLDS • RUTH REECE

Produced by **CHARLES E. GOETZ** • Associate Producer and Director **EARL HALEY**

PROCESSED BY CINECOLOR



"... a winner that should break every barrier for good grosses."
— *Stokes, Jay Emanuel Publications*

"... picture has some sterling entertainment values ... bang up horse race for a thrilling climax." — *Daily Variety*

"Gorgeous Arizona backgrounds brought out in all their splendor, with never a harsh tone in the vivid panorama."
— *Hollywood Reporter*

"Outstanding entertainment. Picture is beautifully filmed in natural color. Book it by all means." — *Hollywood M. P. Review*

"Picture's strong point throughout is the use of color on fascinating exteriors." — *Motion Picture Daily*

"Exceptionally fine color photography." — *Showmen's Trade Review*

A MONOGRAM PICTURE

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SHOWMANALYSES

Index for Showmanalyses for the past six months appears each week in the Selling the Picture section.

Program Exchange

Samuel Celebrates His First Anniversary on Xmas Week; Langrell's Herald Colorful

NOW that 1940 is on his way to becoming an old man by the time 366 days have rolled around, we'll have to forget the holiday season and settle down to work. It is our hope that every member of the STR Program Exchange had a Happy New Year, and that there weren't too many headaches from too much fun. Of course, the only time a manager gets a headache is occasionally when he looks at the box office report. But we're inclined to think that no Bromo Seltzer was needed this year (except for the morning after New Year's Eve), for all reports coming in to our desk show that business was above average.

New Year's Eve Program

All of you surely put out special heralds or programs to announce your New Year's Eve midnight shows. Won't you send us copies? After all, someone, perhaps even two or three, might have incorporated ideas that haven't been used before, and which can be filed away for use on the last night of this year. Wherever you are, whatever you're doing, stop for a moment and mail us your program.

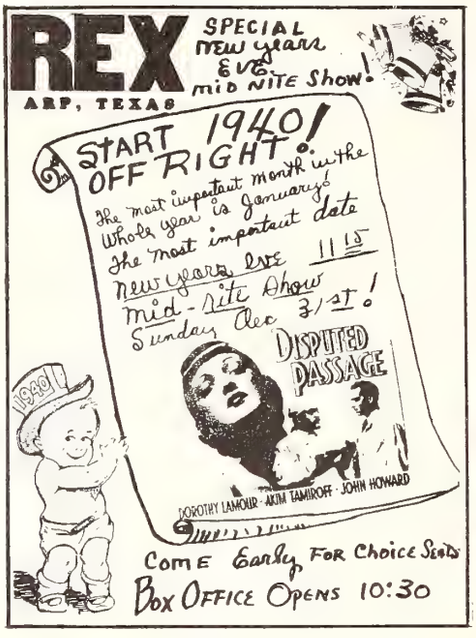
Two weeks ago, if you remember correctly, we quoted a piece, "The Theatre Talks Back," written for Bill Levee, then manager of the West End Theatre in New York. Just received a Happy New Year greeting today from Bill, together with the announcement that he is now managing the Astor Theatre, located on Flatbush Avenue near Church Avenue in Brooklyn. Along with the letter is a copy of his program—a program that's neat and attention-getting. We hope business is good at the Astor, Bill, and that you continue to keep us informed about your activities.

Observes First Anniversary

Christmas wasn't the only anniversary celebrated the week of December 24. Down in Arp, Texas, Manager W. S. Samuel celebrated the first birthday of the Rex Theatre. The outside covers of his program were printed in red, while the inside spread was in black. On the front was the sketch of a candle, indicating the theatre's first birthday. Samuel had a week of unusual pictures, and we'll bet everyone had a grand time, too. If he served any cake, we're sorry we weren't there.

That cover on the program issued by Sidney Poppay, manager of the Majestic Theatre, was in keeping with the spirit of the season. "May all the blessings of mankind," Sidney wrote, "prosperity . . . happiness . . . and contentment . . . be yours! May your homes, surrounded by your loved ones, make this season the brightest and the happiest that has been your lot! This is the sentiment we bring to you when we repeat those age-old words—A Merry Christmas and a Happy New Year!"

Green on white—that was the color scheme of the program. And, Sidney, the number of our copy is 2191. Will you take a look at the numbers posted in the Majestic lobby and see if we won a free ticket to see the show? If so, better give it to some deserving person, because we probably won't be able to get to Gettysburg to take advantage of it.



Samuel's New Year Cover

Displaying a touch of real hand printing, yet withal an attractive announcement, this is the front cover of the program issued by W. S. Samuel, Arp, Texas. There's just the friendliness reflected in the layout that patrons of the Rex can surely expect every time they attend.

Swell Midnight Show Program

Remember Enos Langrell, manager of the Reese Theatre, Harrington, Delaware? Boy, oh boy! You should see the beautiful herald he got out to publicize his midnight show on Christmas Eve. It was a mixture of green and pink in different shades, with a sketch of a lovely lass highlighting the announcement of a big stage and screen show. Words can't do it justice. As a matter of fact, Langrell's regular program was also in color, what with Santa and his Reindeer and a photograph of the Reese Theatre on the front cover. On the back was a border in pink, with holly in each corner. Of all the holiday programs we've received thus far, Langrell's is the most colorful.

We like the expression conveyed by Tom Pringle in his New Year's message to patrons of the Ideal Theatre in Toronto, Canada. Headlined, "Looking Through the Portal into 1940," the message read: "What the coming year may hold for us we can none of us foresee. It is our earnest wish that for you it may bring forth a generous harvest of happiness and good fortune. May it see your hopes fulfilled and may it be rich in the successful accomplishment of your highest aims." Oh yes, we almost forgot Tom's Safety Slogan. This week it's—"The men and women of tomorrow are playing on the streets today . . . Drive carefully!"

Just received another batch of programs, but since our space is filled, we'll have to save them for the next time. So be on hand next week.

Gets Teachers to Sell for Him

Al Reh of the Stanley Theatre, Philly, receives a special citation for the magnificent stunt he pulled in connection with "Mr. Smith Goes To Washington." He persuaded the American Federation of Teachers to send out information concerning the film to their entire membership on their official stationary. He also persuaded the Boy Scouts to follow the same procedure.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....
Theatre .....
City .....
State .....

Money Dates

FEBRUARY

11th

THOMAS A. EDISON BORN 1847. The Wizard of Menlo Park is the subject of a new MGM picture and even though you are not playing the picture around this time, advertise that you will play it, in order to cash in on the birthday. Local electric utilities and music stores selling records should be glad to cooperate with you in observing the birthday of the father of their businesses.

12th

LINCOLN'S BIRTHDAY. A Legal holiday in all states except the South. Charge holiday prices and display flags in front of your theatre. There are plenty of Lincoln pictures, both old and new, that you can play on this day.

GEORGIA DAY. Legal holiday in Georgia. The state of peaches gets in on the national celebration on this day through another means. Theatres in that state should join in any local celebrations.

14th

ST. VALENTINE'S DAY. Tie up with confectioners and florists. Advertise a "Bring Your Sweetheart" show. Decorate your lobby with plenty of hearts and try to play a picture with a strong love interest.

OREGON ADMITTED TO THE UNION, 1859. Theatres in Oregon should take part in any local or statewide observances of this day.

ARIZONA ADMITTED TO THE UNION, 1912. Ditto for theatres in this state.

BELL AND GRAY PATENTED THE TELEPHONE, 1876. This offers a good opportunity to tie up with the telephone company. A still of the star of your current attraction using the telephone can be used as a wedge in obtaining this tieup by which you can get window displays in the local phone company's business office.

15th

NATIONAL CHERRY WEEK BEGINS. Sponsored by the National Cherry Week Committee, Fremont, Mich. This celebration is scheduled so it ends on Washington's Birthday which is fitting because of Washington's fame in connection with a cherry tree. Tie up with any stores promoting cherries this week. You might supply them with stills of a couple of glamorous looking stars to go with their cherry displays.

17th

SUEZ CANAL OPENED, 1867. The Canal figures frequently in the news these days. If you can get a March of Time which has scenes of it or if you can revive the picture, "Suez," this would be a good time to do it.

Selling the Picture



MGM Pep Club's Xmas Party

Recently the annual Christmas Party of the MGM Pep Club was held at the Variety Club in Indianapolis. Shown above is Wade Willman, branch manager (second from right, sitting) and members of the Checking Staff. In the background is Foster Gauker, office manager.

Poppay Sets Aside Certain Days For Members of Each Local Club

Sid Poppay, manager of the Majestic and Strand, out Gettysburg way, has been going to town by working with the local Boys' clubs. He sets aside a certain day as "such and such Club Day" and puts on a special show for them, piling on shorts and comedies and cartoons. Any special entertainment that the club may have within its own membership is permitted to climb up on the stage and strut its stuff. As a rule the entire membership turns out to boost their friends and the parents trail along. Joe Nevinson, manager of the Grange Theatre in Philadelphia, has worked the same stunt in cooperation with the Boy Scouts.

Gillette Distributes Eight Million Masks of "Pinocchio" Characters

More than eight million paper masks of leading characters from Walt Disney's "Pinocchio" are being distributed in the United States and Canada by the Gillette Safety Razor Company.

The masks are of Pinocchio, the little wooden puppet who is the hero of Disney's second feature production; Gepetto, the woodcarver who creates the puppet; Jiminy Cricket, Pinocchio's conscience; Cleo, the goldfish; and Figaro, the kitten.

In addition to the enormous number of masks to be distributed prior to the release of the picture by RKO Radio Pictures, the Gillette Razor Company is planning an extensive advertising campaign in newspapers and magazines and will also plug the "Pinocchio" masks several times a week over their radio program.

Special Showing of "Dream"

Here's an idea that made money for Sam Phillippe at the Plaza Theatre. He ran a special showing of "Midsummer Night's Dream" for the English classes of schools near him. Normally this would be a time that the theatre is closed. However, Sam grossed a nice little profit for an otherwise "dead" period. This show was run in opposition to a football game, which proves that with proper contacts, competition decreases in proportion to effort. The show was also advertised among the regular patronage and a good turnout resulted.

Binstock Celebrates 20 Years in Show Business In a Big Way

When he celebrated his twentieth anniversary in show business, Manager Paul Binstock of the Lyric Theatre, Hartford, Conn., tied it up in the following manner:

1. From two leading night clubs he promoted the orchestras and floor shows to appear on the stage of his theatre.

2. In the lobby was displayed a 36-inch cake with 20 electric lights—a presentation from the merchants. Also, a special trailer was run two weeks in advance.

3. A local married couple, who had taken "the step" in 1919 (same year Paul entered show business) were presented on the stage as they celebrated their twentieth wedding anniversary.

4. Local merchants paid for 3,000 anniversary programs which were distributed from house to house.

5. Placed on display in the lobby were congratulatory telegrams from Governor Baldwin, Alice Faye, Don Ameche, George Raft, Tyrone Power, The Lane Sisters, John Garfield, Edward G. Robinson, and other noted celebrities.

6. Julian B. Tuthill, theatre edtior of the *Hartford Times*, was in charge of arrangements and acted as master of ceremonies. He gave the event plenty of publicity in the newspapers.

Thanks a lot, Paul. Let us hope that this news of your successful celebration will inspire other showmen to capitalize on their anniversaries in show business.

Fencing Class on Stage

R. J. Kenney, manager of the Cosmo Theatre in Chicago, provided local interest before the run of "The Man In The Iron Mask" by contacting a fencing class of the high school for a demonstration on the stage immediately after the trailer. Contestants wore the fencing mask and chest protectors. They put on a little act whereby after a few minutes of dueling, one of the fencers was disarmed and fell to the stage in a black out.

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Beau Geste	Sept. 16
Brother Rat and a Baby	This Issue
Charlie McCarthy, Detective	Dec. 23
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Golden Boy	Sept. 2
Great Victor Herbert	Dec. 23
His Girl Friday	This Issue
Honeymoon In Bali	Sept. 30
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
Intermezzo, A Love Story	Sept. 23
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Mutiny in the Big House	Sept. 30
Ninotchka	Nov. 4
Nurse Edith Cavell	Sept. 30
Old Maid	Sept. 2
Rains Came	Sept. 16
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
Thunder Afloat	Sept. 23
U-Boat 29	Oct. 7
Under-Pup	Sept. 9
Women, The	Sept. 9

Tieup with Radio Program

Hal Seidenberg, manager of Warners' Fox Theatre in Philadelphia tied-in with local radio program through a Deanna Durbin "First Love" contest. Prizes were offered for the best answer to the question, "Why is Deanna Durbin considered the typical American girl?" Hundreds of replies were received with daily plugs for the picture. With the assistance of George Balkin, Seidenberg also tied up news trucks, Max Factor and Calox Tooth Powder dealers.

THE NEW

STREAMLINED VERSION OF THE GREATEST AIR WAR SPECTACLE

HELL'S ANGELS

RELEASED—JANUARY 10th

It will thrill you — greater than ever

Communicate Direct — Jack Bannon

ASTOR PICTURES CORP.

130 WEST 46TH STREET

NEW YORK, NEW YORK

The Box Office Slant

Remember The Night

(Hollywood Preview)

Para. COMEDY-DRAMA 92 mins.

(Prod. No. 3919—Nat'l Release, Jan. 26)

Credits: Barbara Stanwyck, Fred MacMurray, Beulah Bondi, Elizabeth Patterson, Willard Robertson, Sterling Holloway and others. Original screenplay by Preston Sturges. Produced and directed by Mitchell Leisen.

Plot: Fred MacMurray, a young assistant district attorney, sees his Christmas holiday vanishing because of the case against Barbara Stanwyck, a jewel thief, so he has the case adjourned. He feels sorry for Barbara because she has to spend her Christmas in jail, so he has her bailed out and arranges to drop her at her home on his way to spend the holidays with his mother. Barbara's parents order her out of the house, so MacMurray takes her home with him, and there she learns the true meaning of a home. They fall in love with each other and he proposes marriage, but rather than wreck his career Barbara takes her sentence when she gets back, and promises to see what happens when she comes out.

Comment: Here's an excellent picture with wide audience appeal that should bring a large response at the box office; a sparkling comedy-drama, with an unusual treatment of a commonplace theme, that aims at the heart strings and makes it splendid entertainment. Besides the use of their names for the marquee, Barbara Stanwyck and Fred MacMurray contribute the finest performances of their careers, giving their portrayals humanness and conviction. Beulah Bondi, Elizabeth Patterson, Sterling Holloway and many others, come through with splendid support. Director Mitchell Leisen's piloting is ideal throughout, building to a smash, dynamic climax. The title lends itself to a clever series of teaser ads, playing up the word "Remember." Folder heralds with title on the outside, and a list of things to remember on the inside, could be distributed around town. For street ballyhoo use a flat truck with some young people dressed like rubes, playing a recording of "Back Home In Indiana." Arrange window displays with local knit shops, using stills from the picture. **(ADULT)**

Catchline: "She refused to remember the night he wanted her to remember."

AUDIENCE SLANT: UNUSUAL TREATMENT MAKES THIS SPLENDID ENTERTAINMENT.

BOX OFFICE SLANT: AN EXCELLENT PICTURE WHICH SHOULD GROSS WELL.

Slightly Honorable

(Hollywood Preview)

UA MYSTERY-COMEDY 82 mins.

(Nat'l Release, Dec. 22)

Credits: Pat O'Brien, Edward Arnold, Broderick Crawford, Ruth Terry, Claire Dodd, Alan Dinehart, Phyllis Brooks, Bernard Nedell, Eve Arden, Addison Richards and others. Screenplay by Ken Englund, from an adaptation by John Hunter Lay and Robert Tallman of F. G. Presnell's novel, "Send Another Coffin." Directed by Tay Garnett. Produced by Walter Wanger.

Plot: O'Brien, lawyer with a Robin Hood twist under his roguery, and his partner, Crawford, start a campaign to bring highway bids out into the open and away from political boss Arnold. They run into first the killing of Claire Dodd, Arnold's sweetheart and a smart divorcee whom O'Brien has loved; then the murder of Eve Arden, O'Brien's secretary. O'Brien, himself, is framed on the charge of the latter killing, while sharing suspicions on the first one with Arnold and Nedell. The partners make a flying trip to Texas, where O'Brien learns the real killer and just manages to get away with his own life.

Comment: Here is a mystery-comedy that runs across the line of farce most of the way and whose advance appeal is going to be largely whatever draw Pat O'Brien and Edward Arnold possess for your theatre. Story treatment will not stand big city critical consideration; but the steady injection of hokum laughs makes the picture likely to prove surprisingly effective in the lesser cities and small towns. If a laugh could be created, the writers have tossed logical sequence to the wind; and O'Brien, Arnold, Dinehart, Crawford and Miss Terry play each of these for all they are worth. While her part is too erratic to set her for stardom, Miss Terry's likeable personality stamps her as one of the year's finds among young actresses who will bear watching in their future appearances. In small parts, John Sheehan scores heavily as a continuous inebriate and Ernest Truex makes the most of his political reformer. Good advance interest can be created by a moving lobby display, mounted on a record sound table. Play a figure of O'Brien in the center and surround it on the outer edges by his partner, his secretary, the girl he loves, the girl who loves his money, the politician, the police commissioner, the night club owner, the senator, the detective and the sweetheart's discarded husband. Put voting slips there, and a ballot box, and offer ducats to those who write the real killer down on their ballots. Plant the story of how Ruth Terry was ready to leave Hollywood after 18 months of inaction just before she got her role, and offer through the newspaper small prizes for similar stories in which the writers' success came through similar "last effort" trials. **(ADULT)**

Catchline: "More laughs per murder than you ever saw before."

AUDIENCE SLANT: THE LAUGHS COME THICK AND FAST AND THEY'LL GO OUT TALKING ABOUT IT.

BOX OFFICE SLANT: SHOULD DO EXTREMELY WELL IN SMALLER CITIES AND TOWNS.

Legion of Decency Ratings:

(For Week Ending January 13)

SUITABLE FOR GENERAL PATRONAGE

Abe Lincoln in Illinois
Danger on Wheels — Fighting 69th
Music in My Heart — Invisible Man Returns
Oh, Johnny, How You Can Love

SUITABLE FOR ADULTS ONLY

Green Hell — Of Mice and Men
Shop Around the Corner

OBJECTIONABLE IN PARTS

He Married His Wife

Cafe Hostess

Col. DRAMA 63 mins.

(Nat'l Release, November 30, '39)

Credits: Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson, Arthur Loft, Bruce Bennett, Eddie Acuff, Bradley Page, Linda Winters, Peggy Shannon, others. Screenplay by Harold Shumate. Story by Tay Garnett and Howard Higgin. Directed by Sidney Salkow.

Plot: In desperation because she can see no escape from Club 46, Ann Dvorak, one of the "percentage" girls, sees a ray of hope when Foster, a sailor, offers to take her away from it all. But Fowley, owner of the club, discovering Ann packing to leave, orders her back to the Club. At the same time, he plans to murder Foster. Wynne Gibson, now a derelict, tips off the sailor, and Foster and his buddies start a fight. When it is all over, Fowley is found murdered. Wynne admits her guilt and is taken away by Loft, detective. Ann finds happiness with Foster.

Comment: Everything happens at Club 46, the locale of this story. Brawls are so common the patrons expect them in place of a floor show. For mass audiences, who are seldom particular and who revel in romance, gangsters and action, this is satisfying screen fare. Its few plot loopholes won't be noticed by this type of patronage. The picture's technique is in the "Grand Hotel" style, with the picture opening near the Club, and closing in the same spot when the story has been told. Such technique is commendable, but it doesn't lift the picture above average melodrama. Preston Foster, Ann Dvorak, Douglas Fowley, Arthur Loft and Wynne Gibson are adequate in their respective assignments. Several stunts should be worked out in a tieup with a local night club. Use a "cigarette girl" as street ballyhoo, or if this is impractical, have your usherettes so attired. You might convert part of your lobby into a cafe scene. **(ADULT)**

Catchline: "Where it's the man who pays and pays . . . or else!"

AUDIENCE SLANT: IT WILL PLEASE MASS AUDIENCES.

BOX OFFICE SLANT: SOLD IN A "SENSATIONAL" MANNER, IT SHOULD DO SATISFACTORILY ON "ACTION" DAYS.

Emergency Squad

(Hollywood Preview)

Para. DRAMA 60 mins.

(Prod. No. 390—Nat'l Release, Jan. 6)

Credits: William Henry, Louise Campbell, Richard Denning, Robert Paige, Anthony Quinn, John Miljan and others. Screenplay by Garnett Weston and Stuart Palmer, based on an idea by Robert Musel and Michael Raymond. Directed by Edward Dmytryk. Associate producer, Stuart Walker.

Plot: Denning and Paige are courageous, but hard-to-discipline members of the police emergency squad. Henry, Denning's young brother, joins the group. Louise Campbell, promised a newspaper job if she gets a front page story, visits them and rides to a fire call. She meets Quinn, a gangster, who uses her stories as a shield for a series of planted accidents in the tunnel contract,

Miljan is working. Henry is killed in one of these and the girl exposes the gangster and contractor. In the end, she and Denning come to an agreement and Paige's wife drops her divorce.

Comment: As a show-case to help the build-up being given Denning and Paige, a presentation of the variety of jobs which an emergency squad must do and to further establish Director Dmytryk as an action director, this feature meets every requirement though more could have been done with Louise Campbell's already proven talents. Adding to the interest is the work of a clever new canine team, Boots, a shepherd, and Saddles, a smart mongrel. Action is placed speedily throughout with never a letdown, making it an interest-holding booking for any house where this quality is demanded. Used as a supporting feature, it holds enough interest for any house. If the police in your city have such a squad, it presents the perfect means of arousing advance interest. Arrange for demonstrations at proper hours for the school children, and see that a properly bannered car accompanies the squad. Arrange for your newspapers to carry feature stories on danger highlights of the squad's work, and, if possible, arrange a lobby display of its smaller equipment. If you can find a local trainer who has one larger dog taught to lead a smaller one on a leash, banner them and send them out for a street exploitation stunt. If further trained, these can be used for a week-end stage attraction to interest your younger patrons. A lobby display of the chambers used by tunnel workers in preparing to meet higher air pressure can also be an interest grabber. **(FAMILY)**

Catchline: "The story of the world's most versatile savers of lives."

AUDIENCE SLANT: SO SPEEDY, IT WILL HOLD THE INTEREST OF ANY AUDIENCE.

BOX OFFICE SLANT: LACK OF STRONG NAMES REQUIRES ADDED SELLING EFFORT.

He Married His Wife

20th-Fox COMEDY 83 mins.

(Prod. No. 23—Nat'l Release, Jan. 19)

Credits: Joel McCrea, Nancy Kelly, Roland Young, Mary Boland, Cesar Romero, Mary Healy, Lyle Talbot, Elisha Cook, Jr., Barnett Parker, others. Screenplay by Sam Hellman, Darrell Ware, Lynn Starling and John O'Hara. Directed by Roy Del Ruth. Associate Producer, Raymond Griffith.

Plot: When McCrea falls behind in his alimony payments, Nancy Kelly, his divorced wife, sics the law on him. Betting and losing on the horses had broken their marriage, and Nancy is out to see that he buys her oats, instead of the horses'. Hence her severity, in spite of the fact she still loves McCrea. At the races, McCrea, Nancy and Roland Young, McCrea's lawyer, meet Talbot, a former admirer of Nancy's, and Mary Boland, pleasant but dizzy. She invites the group to spend the weekend at her place. While there, McCrea hopes Nancy and Talbot will find romance together so the two will marry and his alimony payments will stop. Instead, however, Romero, a sleek and handsome playboy, rushes the girl off her feet, much to McCrea's consternation. He argues with Nancy, and the two agree to re-marry again. But complications again set in. Eventually, they are again man and wife.

Comment: Audiences everywhere should get a wholesome kick from this thoroughly delightful and breezy comedy. It slows down a little in spots and thus could have stood a little tightening; but on the whole it moves right along with zip and spontaneity. The serious, emotional Nancy Kelly of "Submarine Patrol," "Jesse James" and other films acquires chic and glamor in this production, along with a talented flair for comedy. She is indeed refreshing. Joel McCrea is competent as the harassed alimony-paying ex-husband, while other capable performances are contributed by Mary Boland, dizzy as a flywheel, Roland Young, Cesar Romero and Lyle Talbot. Roy Del Ruth's direction is good, and the photography is first rate. In exploiting "He Married His Wife," inject your activities with gag stunts. For example, you could distribute miniature "dope sheets" containing a clever announcement of your showing, tieing in McCrea's love for the horses as interfering with his married life. **(FAMILY)**

Catchline: "It was either his ex-wife or the horses—and the horses were always behind."

AUDIENCE SLANT: COMEDIES ARE ALWAYS RELISHED BY GENERAL AUDIENCES. THIS IS NO EXCEPTION.

BOX OFFICE SLANT: BY INCORPORATING GAG STUNTS IN YOUR EXPLOITATION, AND IN VIEW OF THE ARRAY OF WELL KNOWN NAMES IN THE CAST, IT SHOULD SCORE SATISFACTORILY.

Two-Fisted Rangers

Col. WESTERN 62 mins.

(Nat'l Release, Jan. 4)

Credits: Charles Starrett, Iris Meredith, Bob Nolan, Kenneth MacDonald, Dick Curtis, Hal Taliafero, Sons of the Pioneers, others. Original screenplay by Fred Myton. Directed by Joseph Lewis.

Plot: MacDonald rules Oak Valley with an iron hand. For opposing his lawlessness, Starrett's brother and Iris Meredith's father are put out of the way. Iris, via a newspaper, campaigns against MacDonald's rule. Hanley, tool of MacDonald, is the only candidate for sheriff, but Starrett lays plans to avenge his father's death. Learning Curtis was the actual murderer, he volunteers to run for sheriff. Confronted with the evidence, MacDonald attempts to make a getaway, but Starrett, after a hard fight, gets him. Curtis is killed in the melee.

Comment: They've left the cattle rustlers out of this plot, and it suffers not at all without them. For the action fans, "Two-Fisted Rangers" is made to order. Abundant action, fast-riding, and a fight in which no punches seem to have been pulled, are there to keep the boys and girls on the edge of their seats. Iris Meredith, still faithful to westerns, is again Starrett's capable leading woman. Kenneth MacDonald is a satisfactory villain, but Dick Curtis, who follows his orders, is really the man fans will love to hate. The action is stopped momentarily at intervals to permit the Sons of the Pioneers to sing a few cowboy ditties, and they do it in their customarily entertaining style. The title suggests a stunt in which you borrow a strength-testing machine to place in the lobby for men to use in testing their "two-fisted" strength. There are several stills available for window display tieups. **(FAMILY)**

Catchline: "Six-guns thunder a blazing doom for killers."

AUDIENCE SLANT: FOR THE OUTDOOR FANS IT SHOULD PROVE PLEASING.

BOX OFFICE SLANT: WHERE WESTERNS GO OVER, THIS SHOULD DO LIKEWISE.

Buried Alive

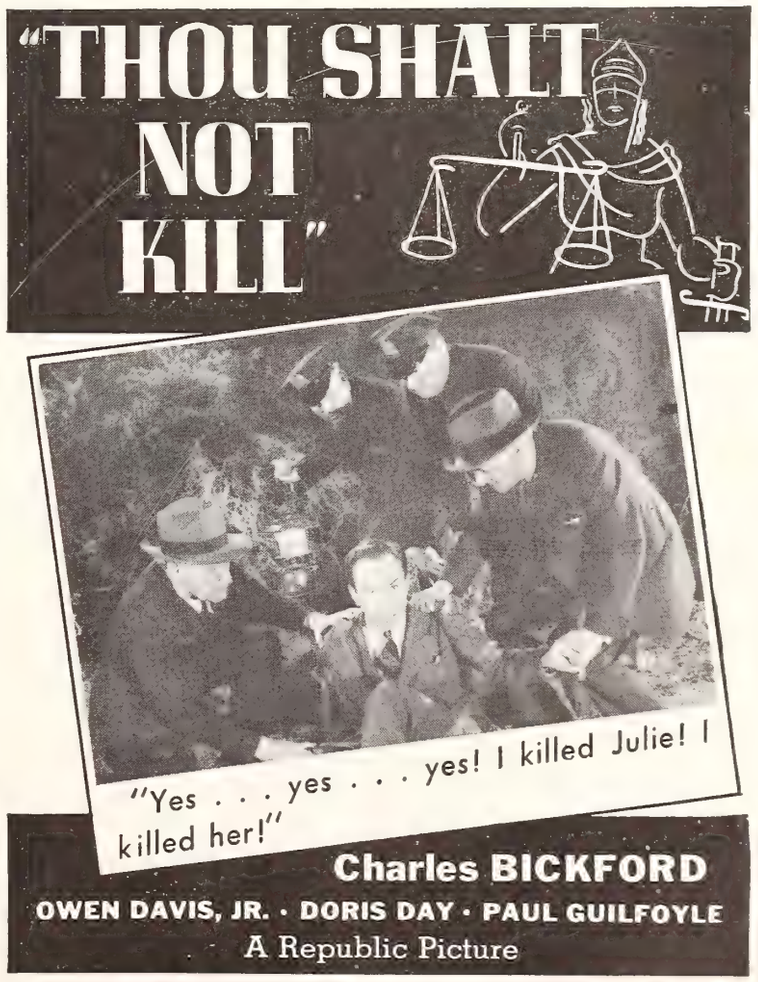
Producers DRAMA 74 mins.

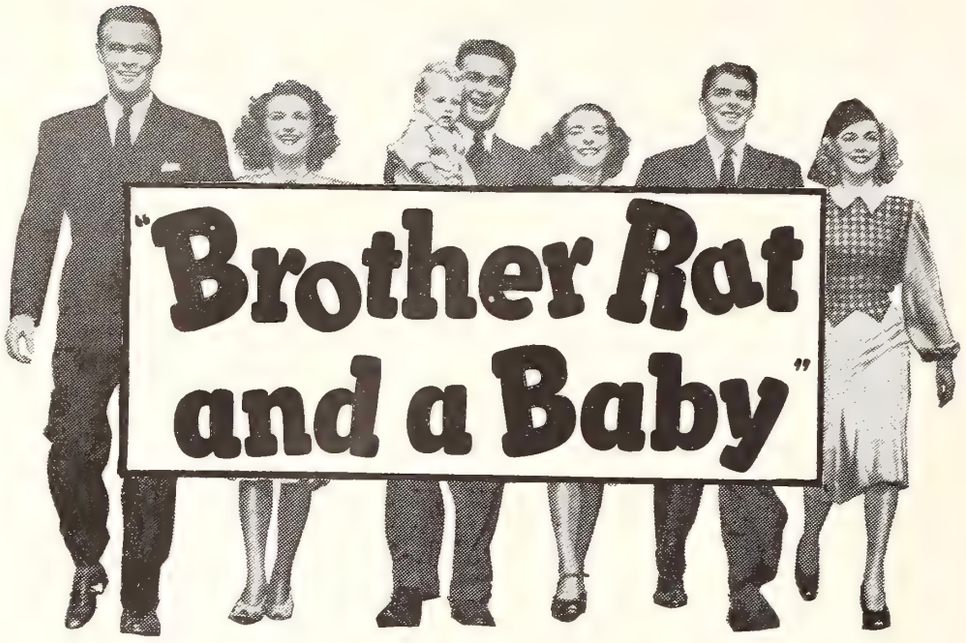
(Nat'l Release, Jan. 10)

Credits: Beverly Roberts, Robert Wilcox, George Pembroke, Ted Osborne, Paul McVey, Alden Chase, Don Rowan, Peter Lynn, Norman Budd. Original story by William A. Ullman, Jr. Screenplay by George Bricker. Directed by Victor Halperin.

Plot: Wilcox, prison trusty, hopes for a parole, but is turned down when a news-

(Continued on page 21)





SEQUELS are in vogue at the moment; hence "Brother Rat and a Baby." The same cast that appeared in the successful comedy of a few seasons back is here again, with the exception that all of them are even more popular now than ever, and even more of a box-office draw.

One of the most important points to be emphasized in all your advertising is the fact that this is an entirely new picture. Do not let your patrons be confused into thinking that you are playing a revival. However, do not fail to take full advantage of the tremendous publicity and radio build-up accorded "Brother Rat." You have columns of story and art with which to carry on, as well as numerous stunts.

The exploitation possibilities are unlimited. A baby in a picture is always sure-fire at the box-office. If possible, arrange a diaper tie-up with either a diaper-service or a laundry. These diapers can either be made of cloth or paper with theatre imprint. The best place to distribute them is through the laundry bundles that are delivered to the customers. In this way you can be sure that your advertising goes into the home.

An old-time gag that is always effective is the beautiful baby contest. This can either be held on your stage, or if you prefer, in the infants' department of a cooperating store. It is sometimes wise to conduct such contests away from the theatre. Another variation of this is to find the town's most perfect baby. Tie in with the local nursing home, the 4-H Club and other organizations in sponsoring the competition. Ring in the local newspaper for publicity.

Usher "Snaps" Babies

Candid camera shots of babies at play, asleep, eating, etc., furnish you with the makings of swell publicity. Any informal, unposed picture where a baby is a subject is eligible for judging. Another suggestion is to place an usher with a camera on the street to snap the pictures of any woman or man who comes along with a baby. Have him give out heralds as he walks along. If possible try to arrange newspaper cooperation. If that is not feasible, erect a display of the pictures in your lobby. Give guest tickets to all those who find their pictures on your display.

The baby's name in the picture is "Commencement." This gives you many unusual opportunities for tieups. Arrange a contest, giving prizes to all those who have unusual first names and can give the best reason why they were so named. Or, have the parents explain why they gave their child an unusual name.

An STB Showmanalysis (REG. U. S. PAT. OFF.)

Promote or buy a puppy and arrange a contest with the dog as a prize. The object of the contest to be the most unusual namé suggested for the animal. This is most effective when worked in conjunction with a newspaper.

Create a baby atmosphere for your theatre. Advertise a baby-checking service in the lobby. Announce that a registered nurse will be present to care for babies while the parents attend the performance. A corner of the lobby or the theatre lounge, if available, can be used. Tie up with the local merchants to supply toys, blankets, play cribs and the like.

Another excellent idea would be to string diapers, spelling out the picture title, from your theatre marquee to the building across the street. Baby dolls wrapped in diapers and hung from the marquee will prove a sure attention-getter. Inside the lobby string a clothesline carrying baby garments, diapers, etc. Be sure to spell out the picture's name there as well, although you can use the diapers and garments to feature the names of the stars.

It will not do to forget the adult players in this picture. Jane Bryan, because of her work in "We Are Not Alone" has been receiving critical accolades. She also has been in the news frequently because of her feelings about the roles she should play. These two facts are the basis for an excellent news story which could be used as a basis for a newspaper contest on the question, "Should Jane Bryan play comedy or drama?"

Start a "Brother Rat" club. Have membership books in your lobby. Announce that a numbered certificate will be sent to all registered members and that whenever a picture with any of the stars of the Brother Rat pictures play at your theatre, a guest ticket will be presented to the holder of one of the lucky-numbered certificates.

Eddie Albert, in the picture, is forced to leave his wife (Jane Bryan) and his baby in "hock." This gives you an excellent lead for a "Man-In-The-Street" broadcast. Arrange the broadcast to be given in the lobby of your theatre and offer guest tickets for the best answers to the question, "Would you leave your wife (or husband) as security for an unpaid debt?"

Create a barber-shop window card, featuring the "Brother Rat" haircut. Spot the names of Priscilla Lane, Eddie Albert, Wayne Morris and the other featured players in scattered newspaper ads. The idea is to find all the six names and then match them in sweetheart couples.

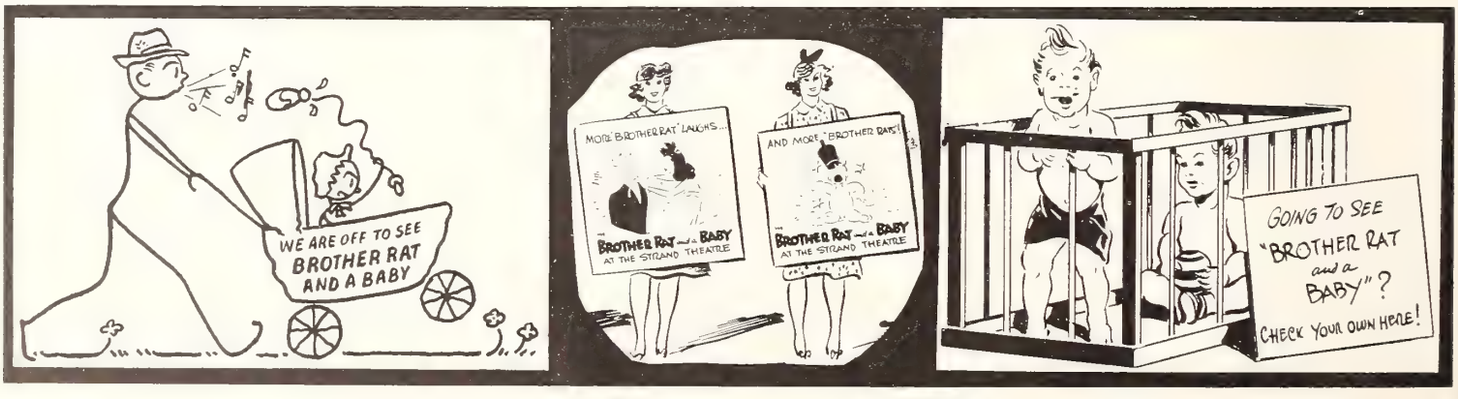
Arrange a "1940 Leap Year Party" by running a theatre benefit with a girls' sorority or club. Suggest that they take their boy friends to see the picture. Another suggestion is to offer guest tickets to all couples whose engagements are announced during your playdate.

Since the picture deals with the post-graduation adventures of the Brothers Rats, arrange a theatre party for the alumni of the local college or high school.

As we said before, the exploitation possibilities of this picture are almost endless. Use them to their full advantage!

Original screenplay by John Monks, Jr. and Fred Finklehoffe. Directed by Ray Enright.

Great for ballyhoo—such is "Brother Rat and a Baby." A man pushing a perambulator around town—girls carrying signs made from blowups of some of the ads, and a baby-checking service in the lobby are shown below. Then there's the safety pin gag—old but always good—and any number of others.



TRIBUTE TO SAUNDERS

As per his annual custom, Matt Saunders, genial manager of Loew's Poli Theatre, Bridgeport, Conn., again played Santa Claus to hundreds of children this year at a special toy matinee, the receipts (toys) of which were turned over to deserving families to provide a cheerful Christmas for their young ones. In tribute to Saunders for his sincere effort to bring happiness to children, an editorial appeared in the local Bridgeport newspaper. Congratulations to you, Matt!

Radio, Windows and Lobby Used In Caldwell's Drive

"Another Thin Man" gave Wally Caldwell, manager of Loew's Valentine Theatre in Toledo, another opportunity to go to town with exploitation.

He had advance stories and art in all the papers. A full page co-op ad was promoted from a jewelry company as well as a two-column beauty store advertisement. A special radio contest "Name The Song" was given six days in advance of the opening, each program fifteen minutes in length; there were also two commercial 100-word announcements daily; the "Man In The Street" broadcast carried daily announcements too. A tie-up was made as well with a shoe company in their radio program to announce the distribution of fan photos to all patrons who visited their two large retail stores.

Special windows were secured in two of Toledo's largest department stores and one in the town's most exclusive men's shop. 32 merchants together with all the public garages throughout the downtown district displayed special 11x14's.

The baby and dog motif of the picture was emphasized in two clever lobby displays. One of them consisted of a complete baby and crib outfit. The other was a live wirehaired fox terrier billed as "Asta's double." An invisible electric sign, announcing the title of the picture was placed behind the screen, brought up on dimmers during the entire showing of the advance trailer and fading out at the finish.

As a ballyhoo, a six-foot, very slim service staff man dressed to represent William Powell and a smaller man made up to impersonate Myrna Loy, walked all through downtown shopping center, he pushing a bannered baby buggy and "she" leading a fox terrier. The ballyhoo was exceptionally successful in attracting attention and comment.

Bookmarks were distributed through both the public and loan libraries. Letters were mailed to the Federation of Women's Clubs, Parent-Teachers Associations and the Theatre Guild list. A large traveling billboard posted with six and three sheets, mounted on a new 1940 Chevrolet truck, covered all sections of the city two days in advance as well as four days current. A tie-up with a cleaning company resulted in exclusive coverage of the advertising frames of the entire fleet of trucks.

Leighton Gets Good Cooperation From School Paper on Essay Contest

"The Private Lives of Elizabeth and Essex" gave Bert Leighton of the Grand in Lancaster, a chance for a concerted drive on schools via the composition method. He had all the history and English classes write essays on the Elizabethan period with a special jury of students to act as judges. The best essays won guest-tickets. In this way he got the "jury" to do the school advertising. The "jury" consisted of the editor of the school paper, school weekly magazine, three honor pupils and a pair of newspaper reporters.

Screen Romances Issues Special Newsstand Poster on 'Hunchback'

Leading newsstands in twenty-eight big key-city locations are featuring a special "Hunchback of Notre Dame" poster ballyhooing the publication of a ten thousand word fictionization of the production in the February issue of *Screen Romances*.

The magazine hit the newsstands on January 5th and displays appear currently with the sale. Over three thousand 17x20 black and white posters, carrying a sketch of Charles Laughton as "The Hunchback" and a beautiful study of Maureen O'Hara have been distributed. Posters will appear only on stands located in busy downtown areas in the vicinity of theatres playing the attraction.

Screen Romances promotion department has also made arrangements for the display of one thousand posters in eighty-four Kresge stores. The magazine is advising its representatives in the twenty-eight cities covered of individual playdates so that further local cooperation between newsdealers and exhibitors can be arranged.

Cities in the poster campaign include: Chicago, Boston, Cleveland, Cincinnati, Denver, Indianapolis, Louisville, Miami, Kansas City, New Orleans, Milwaukee, Salt Lake City, Houston, Ft. Worth, San Antonio, Dallas, Buffalo, Ft. Wayne, St. Paul, Norfolk, Richmond, Spokane, Rochester, Syracuse, Davenport, Omaha, Springfield, Mass., and Albany.

Called All Smiths

Al Reh, manager of the Stanley Theatre in Philadelphia, secured a plug for the picture, "Mr. Smith Goes To Washington" on H. V. Kaltenborn's news broadcast. Unlimited telephone service allowed him also to call every Smith listed in the directory to tell him of his namesake's cinema journey.

Showmen's Parade

ALBERT GREEN has been appointed manager of the Columbia Theatre, East Liverpool, Ohio. GREEN held the post from 1930 to 1937 for another circuit but is now reappointed by SAM. M. REICHBLUM, of the Reichblum Circuit.

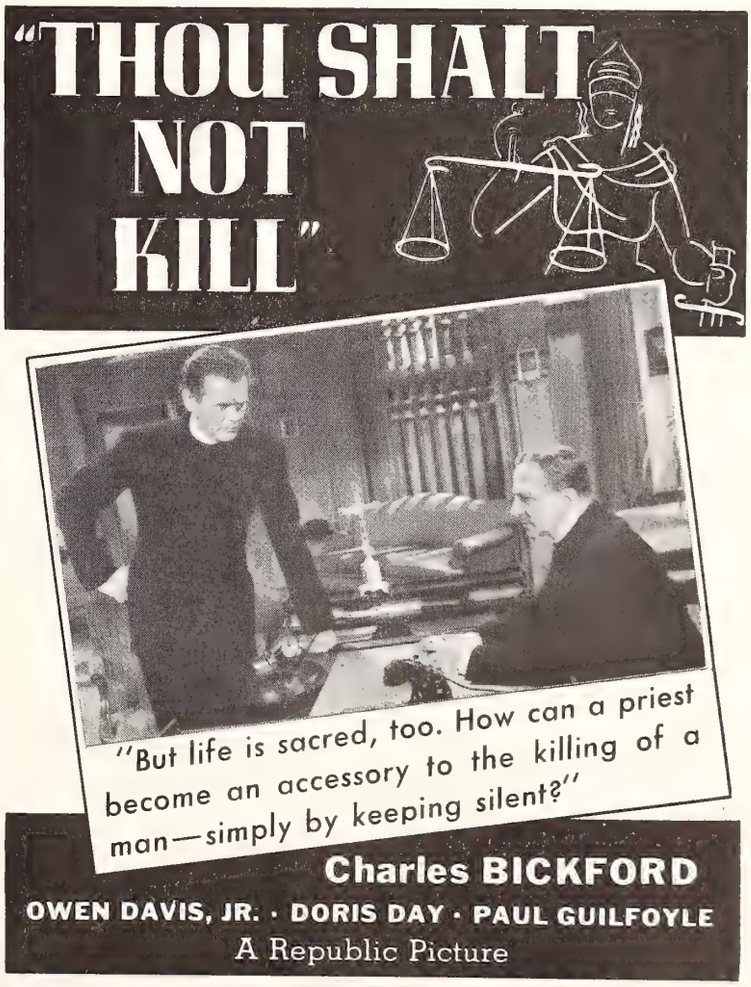
ALBERT GARFIELD, manager of Warner's Keith's Theatre, Philadelphia has been named manager of the New by WILLIAM GOLDMAN. He replaces WILLIAM MATTSON, JR., who resigned.

WOODROW MEYER, assistant manager of the Plaza Theatre, Sandusky, Ohio has been transferred to the Ohio Theatre, Canton, where he will assist BILL HARWELL.

T. B. NOBLE, JR., has returned to L. L. DENT'S Westland Theatres as general manager after three years away from the circuit. LARRY STARSMORE, who has been acting general manager went back to Pueblo, Colo. as city manager, replacing BOB PFOTENHAUER, who goes to Oklahoma City as city manager.

LELAND STEWART has been appointed chief of staff of the Orpheum Theatre in Denver, succeeding PHIL DOUGLASS, upped to assistant manager. DOUGLASS replaces F. A. POLICH.

BUD SILVERMAN, for several years Schine district manager in Columbus, has been appointed manager of all Schine theatres in Rochester, East Rochester and Fairport, N. Y.





His Girl Friday

A Rousing Campaign Should Be Your Goal on Comedy of Men, Women of the Press

An STR Showmanalysis (REG. U. S. PAT. OFF.)

DON'T hesitate to sell "His Girl Friday" as a completely new picture. Although it is a remake of the hit of many seasons ago, "The Front Page," it has been so changed that there is very slight resemblance to the original. In the earlier version, Hildy Johnson was played by Pat O'Brien. Now the character is portrayed by Rosalind Russell. This is but a sample of the changes wrought in the production.

If your opening date is on a Friday, you have a natural tieup. If possible, it would be worth the effort to change your opening to this day. Such a move should net special newspaper stories and art.

The press book contains the outline of a stunt that's a "natural." One of the best things about it is its absolute simplicity. It practically works itself. Tip off the newspapers when you're ready to start, and then go to town. Announce with trailers, lobby displays, and heralds, as well as through the newspapers—that a gala local evening will be awarded to the lucky boy and girl who win each other the opening night of "His Girl Friday." The girl will be escorted by the boy from early morning breakfast to midnight supper. In other words, she will be "His Girl Friday."

All the entrants have to do is to send in to the theatre, photographs of themselves with their names, ages, addresses, and phone numbers written plainly on the backs. The photos of the girls will then be segregated from those of the boys, and each batch will then be placed in a separate drum on the stage of the theatre. A girl will then be called from the audience to pick the lucky boy's photograph out of one drum, and a boy will be chosen to pick from the other drum the photograph of the fortunate girl. Both pictures will then be held up to the audience, and the names of the winners read from the backs of the photos. Naturally, to win, the boy and the girl will have to be in the theatre the night of the drawing.

Tieups should be made to provide the boy and his girl, "Friday," with a most festive day. He should call for her at her home in a fine car early in the morning, take breakfast with her at the town's leading hotel, visit a few stores and get some gifts, and continue with the young lady on some sixteen hours of fun and frolic—all promoted in return for the practically guaranteed newspaper publicity. It is understood, of course, that either you or a representative of your theatre will chaperone the pair throughout the day. Arrange to have the lucky couple make a stage appearance at various specified times.

Newspaper interest can be built up in the contest by various means. Perhaps you can run pictures of the entrants, matching a girl's photo with that of a boy. Over them should appear a caption reading, "Will she be 'His Girl Friday'?" Persuade the newspaper to incorporate a daily coupon to facilitate easier entrance into the contest as well as to stir up reader interest. Be sure that each story contains plenty of material on the picture.

After the couple has been selected, a most interesting angle from a newspaper's point of view would be the background stories on this boy and girl—how they are different, what sort of homes they come from, what their ambitions are, what they think of each other, etc. Be sure that the paper carries a picture of the winning couple taken in front of your theatre.

Announce through the newspaper that, in the name of "His Girl Friday," you will present a guest ticket or a gift to every couple that takes out a marriage license or is married at City Hall on the first Friday of your run. Promote the gifts. Since Ralph Bellamy is an insurance agent in the picture, this same idea can be extended to include those who buy an insurance policy on the first Friday of your run. You'll find the insurance agencies most eager to cooperate with you. And, incidentally, you can distribute heralds made up to resemble marriage licenses, in which clever copy links up with the title.

Arrange a contest through either your local college or high school paper in which a prize is awarded for the best human interest story submitted. The object is to see who makes the best reporters—girls or boys.

Promote typewriters and desks to be set up in your lobby. Announce prizes will be awarded to those writing the best reviews of the picture.

Here's a stunt that can be worked in many different ways. The question to be asked is, "If you were cast away on a desert island, whom would you select as your girl 'Friday,' and why?" In the first place, if yours is a university or a college town, get the senior class to poll itself on the question. Try to frame the selection to be Rosalind Russell, though that isn't entirely necessary. No matter what girl gets the nod—a local co-ed or another star—a good deal of newspaper publicity is certain to result.

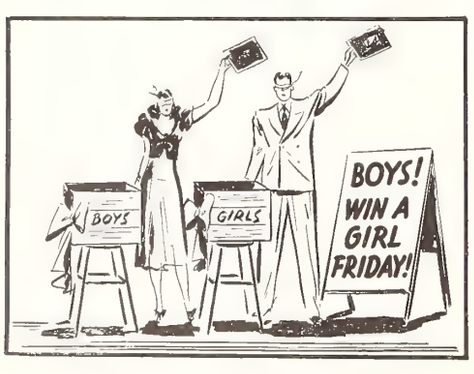
You might also get your newspaper's inquiring reporter or photographer to quiz the man or woman on the street regarding their opinions as to which makes the best newspaper reporter—a man or woman. These inquiries, of course, can be broadcast. Most of them should be asked in the lobby of your theatre, so that a crowd can gather around to view your displays on the picture.

The man-hiding-in-the-desk sequence in the picture should be your cue for an effective lobby or foyer display. Borrow a roll-top desk from a local furniture store or dealer of office supplies and place it where every patron will be sure to see it. On each side place set-pieces with scenes from the picture. On top, place a card with copy to the effect "a man hidden in a desk is one of the melodramatic highlights of 'His Girl Friday'." You can place a dummy under the roll top, if you wish, leaving the top about half-way open. On the other hand, you might get a store to let you put the display in their window. Tie-up copy could read: "The man in the desk is one of the big moments in 'His Girl Friday'; but with our modern equipment in your office, it's never necessary to hide."

Send out a ballyhoo man dressed to represent Robinson Crusoe. Have him either carry signs or hand out throwaways with copy reading, "I'm Robinson Crusoe, but I'm not alone any more—I have a date with 'His Girl Friday' at the Blank Theatre."

Make stencils of a girl's single footprint and place them at intervals of every few feet on the sidewalk, each of them leading to your theatre. Draw attention to them by having an usher follow them, first finding them with a magnifying glass, flash-light and all the other paraphernalia that the public notion connects with a detective.

Screenplay by Charles Lederer. Based on a play by Ben Hecht and Charles MacArthur. Directed by Howard Hawks.



Certain to Create Interest

Here's a stunt that's certain to grab a lot of enthusiastic interest. A boy draws a girl's picture from the hopper; a girl draws a boy's. The two are then set for a date to see the picture. On this page is a detailed explanation of the stunt.



"His Girl Friday" Likes Fashions

Whether it's winter or spring, fashions are always the thing—for exploitation. You can't do too much ballyhooing on this score, for women are constantly interested in the newest styles. Those worn by Rosalind Russell, as reproduced above, will gain space in both windows and newspapers.

The Box Office Slant

Buried Alive

(Continued from page 17)

paper uses him as a "tool" to hit back at the prison which, the newspaper claims, is more of a paradise than an institution for prisoners. When his cellmate kills a guard and injures another, Wilcox tries to intervene, and in pursuing him is injured by guards outside. He is charged with attempting to escape and for the murder of the guard on the testimony of a convict eyewitness jealous of Wilcox's privileges. A fake execution is staged with the convict as a witness. He confesses, thus proving the condemned man's innocence and paving the way for a parole and marriage to Beverly Roberts, the prison nurse.

Comment: Although produced by an independent, this drama has many of the qualities of a major production. Not in treatment, perhaps, but in its story, which holds one's interest at all times. The plight of an executioner who hates his work; of a prison nurse with the doctor, chaplain and convict in love with her; of a convict who always gets a bad break, create situations to thoroughly intrigue the average moviegoer. Victor Halperin's direction is highly creditable, and the performances of Beverly Roberts, Robert Wilcox, George Pembroke, Don Rowan and others are good. Local or nearby prison authorities, and law-enforcement officials, should be contacted to help promote your showing. Ushers attired as convicts, a convict street ballyhoo, and regulation prison paraphernalia displayed in the lobby, are among the selling stunts you could utilize. **(ADULT)**

Catchline: "Prisoners behind bars . . . with hopes shattered . . . buried alive!"

AUDIENCE SLANT: THE AVERAGE PATRON WILL BE INTRIGUED BY THE UNUSUAL STORY, WHICH WILL HOLD THE INTEREST OF AUDIENCES THROUGHOUT ITS LENGTH.

BOX OFFICE SLANT: BECAUSE ITS CAST IS NOT TOO WELL KNOWN, THIS PICTURE WILL NEED A STRONG CAMPAIGN (WHICH IT DESERVES) IF IT IS TO REGISTER SATISFACTORILY AT THE BOX OFFICE.

British Intelligence

WB DRAMA 62 mins.

(Prod. No. 416—Nat'l Release, Jan. 20)

Credits: Boris Karloff, Margaret Lindsay, Maris Wrixon, Bruce Lester, Leonard Mudie, Holmes Herbert, Winifred Harris, Lester Matthews, others. Screenplay by Lee Katz. Based on a play by Anthony Paul Kelly. Directed by Terry Morse.

Plot: Margaret Lindsay poses as a spy for both England and Germany during the World War. Acting as a nurse in a French hospital, she cares for Lester, a wounded British flier. Given an assignment in England, she leaves him, getting into the house of a British cabinet member as a guest. Karloff, the butler, is a German spy whose capture she must bring about. Lester turns up as son of the people she is "visiting." Meanwhile a trap is set to capture Karloff by means of a Cabinet meeting to be held in the home. He sets a time bomb to massacre the Cabinet members, and Margaret is wounded. Escaping, Karloff is killed a moment later by a raid bomb.

Comment: There is more intrigue in every five minutes of this melodrama than there are holes in a commutation ticket. The spectator is kept guessing every minute whether the heroine is really an English or German spy and whether Karloff, engaged in counter-espionage, is really hero or villain. Virtually everyone in the cast is a suspected spy. In view of this, "British Intelligence" is a thoroughly absorbing film for mass audiences, and its mystery won't permit any sleepers. Karloff, sans his usual heavy makeup, is excellent, as is also Margaret Lindsay, Bruce Lester, Leonard Mudie and Holmes Herbert. There are some serious and amusing references to the present chaos in Europe, forecast by the characters in a story whose locale is the first World War. For exploitation, a "code" message might be distributed, as well as invisible ink teaser cards. Surprint in red over the headlines of your daily newspaper. **(ADULT)**

Catchline: "The inside story of history's most amazing man-hunt."

AUDIENCE SLANT: IT WILL HOLD THEIR ATTENTION EVERY MINUTE.

BOX OFFICE SLANT: THE TWO TOP NAMES AND THE FILM'S TIMELINESS, SHOULD HELP TO PUT IT OVER.

Santa Fe Marshal

(Hollywood Preview)

Para. WESTERN 69 mins.

(Prod. No. 3956—Nat'l Release, Jan. 19)

Credits: William Boyd, Russell Hayden, Marjorie Rambeau, Bernadene Hayes, Earl Hodgins, Britt Wood, Kenneth Harlan and others. Screenplay by Harrison Jacobs. Based on characters created by Clarence E. Mulford. Directed by Lesley Selander. Produced by Harry Sherman.

Plot: In order to clean up a band of crooks, William Boyd joins Earl Hodgin's medicine show. When Marjorie Rambeau, head of the gang, gets a little too curious, he admits he is an ex-convict plotting a robbery of a silver mine. He forms a partnership with the gang, but Hayden, his sidekick from the U. S. Marshal's office, accidentally tips off his real identity. They go through with the robbery, but Boyd is captured and left in a burning building, where he is later rescued by Hayden. They round up the gang after a terrific fight, and leave again with the medicine show.

Comment: This newest release in the "Hopalong Cassidy" series is on a par with any of its predecessors and will please the action fans and lovers of outdoor entertainment. Producer Harry Sherman and Director Lesley Selander have injected some clever comedy routines into the film, in addition to a thrilling western formula. William Boyd and Russell Hayden come through with nice performances aided by an excellent supporting cast headed by Marjorie Rambeau, Earl Hodgins and Britt Wood. It's an amusing picture, competent in every production detail. Try to get the medicine show atmosphere in your lobby with the usual "hokum" that surrounds such shows. For street ballyhoo, a man dressed as a cowboy on a white horse, will attract attention. Dress your front in western style. **(FAMILY)**

Catchline: "Hoppy turns mind reader with a medicine show."

AUDIENCE SLANT: IT WILL PLEASE THE ACTION FANS AND LOVERS OF OUTDOOR ENTERTAINMENT.

BOX OFFICE SLANT: WHEREVER THIS SERIES IS POPULAR, THIS SHOULD GO OVER WELL.



Distributed Glove Charms

Dressed like a fight manager of the past, a man from the staff of Loew's Rochester Theatre, Rochester, N. Y., passed out tags (insert) to which were attached boxing glove charms in an exploitation stunt for Columbia's "Golden Boy."

Special School Night

"Central High School Night" got a big send-off by Joe Nevison of the Grange Theatre in Philadelphia. He played host with the showing of "Beau Geste." An autographed script of the picture was given to the English, History and Geography classes to be awarded as prize in a contest of their own conception.

THE MISSING LINK BETWEEN THE PRODUCER, EXHIBITOR AND THE PUBLIC

On specified days present your lady patrons with a complete unabridged novel "THE LIGHT THAT FAILED" by Rudyard Kipling. As an added feature, this Book contains a handsome portrait and complete Biography of Ronald Colman, the Star of Paramount's smash hit.

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You presell your patrons on the forthcoming attraction, as well as creating an immediate Box Office stimulant. The Book is now ready and obtainable at a price never before attained in a popular edition—10c each in any quantity F.O.B. Plant.

Your average cost per admission — a fraction over 5c.

This Edition being limited — write for information NOW.

HANDEL PUBLISHING CORPORATION
1501 Broadway New York City

The Studio Check-Up

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—39; Being Edited—73]
[Last Week: In Production—39; Being Edited—84]

COLUMBIA

Being Edited

OUTSIDE THE 3-MILE LIMIT*

PIONEERS OF THE FRONTIER (W)*

BULLETS FOR RUSTLERS (W)*

LONE WOLF STRIKES*

BLAZING SIX SHOOTERS*

FIVE LITTLE PEPPERS AT HOME*

TEXAS EXPRESS
Charles Starrett, Iris Meredith. Directed by Joe Lewis.

CONVICTED WOMAN
Rochelle Hudson, Lola Lane, June Lang, Glenn Ford. Directed by Nick Grinde.

In Production

TOO MANY HUSBANDS
Jean Arthur, Fred MacMurray, Melvyn Douglas. Directed by Wesley Ruggles.

BLONDIE ON A BUDGET
Penny Singleton, Arthur Lake, Larry Simms. Directed by Frank Strayer.

PASSPORT TO ALCATRAZ
Jack Holt, Cecilia Callejo. Directed by Lewis D. Collins.

I MARRIED ADVENTURE
Travelogue Feature. Made by Mrs. Osa Johnson.

M-G-M

Being Edited

NORTHWEST PASSAGE (Tech.)*

CONGO MAISIE*

STRANGE CARGO*

YOUNG TOM EDISON*

AROUSE AND BEWARE*

FLORIAN*

BROADWAY MELODY OF 1940*

In Production

NEW MOON*

I TAKE THIS WOMAN*

FORTY LITTLE MOTHERS*

MONOGRAM

Being Edited

PIONEER DAYS*

CHASING TROUBLE*

HIDDEN ENEMY*

In Production

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

PAROLE FIXER*

SEVENTEEN*

KNIGHTS OF THE RANGE*

DR. CYCLOPS (Tech.)*

ADVENTURE IN DIAMONDS*

UNTAMED (Tech.)*

WOMEN WITHOUT NAMES*

TYPHOON (Tech.)*

FARMER'S DAUGHTER*

SHOWDOWN*

OPENED BY MISTAKE*

LIGHT OF WESTERN STARS*

ROAD TO SINGAPORE*

BISCUIT EATER*

AT GOOD OLD SIWASH*

HIDDEN GOLD*

WAY OF ALL FLESH*

SAFARI*

GOLDEN GLOVES*

HOLD YOUR HORSES

BUCK BENNY RIDES AGAIN
Jack Benny, Virginia Dale, Eddie "Rochester" Anderson. Producer-Director, Mark Sandrich.

In Production

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff. Directed by Preston Sturges.

WOMAN FROM HELL
Jean Cagney, Richard Denning. Directed by James Hogan.

RKO-RADIO

Being Edited

VIGIL IN THE NIGHT*

SWISS FAMILY ROBINSON*

SAINT'S DOUBLE TROUBLE*

MARINES FLY HIGH*

BULLET CODE*

MILLIONAIRE PLAYBOY*

LITTLE ORVIE*

THE RAMPARTS WE WATCH
March of Time Feature

In Production

ISLE OF DESTINY*

PRIMROSE PATH*

IRENE*

AND SO GOODBYE*

PINOCCHIO
Cartoon Feature. Produced by Walt Disney. In Technicolor.

BILL OF DIVORCEMENT
Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Directed by John Farrow.

MY FAVORITE WIFE
Irene Dunne, Cary Grant, Gail Patrick, Randolph Scott. Directed by Garson Kanin.

REPUBLIC

Being Edited

WOLF OF NEW YORK*

In Production

DARK COMMAND*

VILLAGE BARN DANCE*

20th CENTURY-FOX

Being Edited

THE BLUE BIRD (Tech.)*

CHARLIE CHAN IN PANAMA*

LITTLE OLD NEW YORK*

YOUNG AS YOU FEEL*

SHOOTING HIGH*

GRAPES OF WRATH
Henry Fonda, Dorris Bowdon, Charles Grapewin, Jane Darwell. Directed by John Ford.

In Production

CISCO KID IN CHICAGO
Caesar Romero, Chris-Pin Martin. Directed by H. Bruce Humberstone.

DANCE WITH THE DEVIL
Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan. Directed by Henry Hathaway.

HOTEL FOR WOMEN #2
Lynn Bari, Joan Davis, Joan Valerie. Directed by Ricardo Cortez.

I WAS AN ADVENTURESS
Zorina, Richard Greene, Eric von Stroheim, Peter Lorre. Directed by Gregory Ratoff

TWINKLE TWINKLE LITTLE STAR
Linda Darnell, John Payne, Roland Young, Mary Healy. Directed by Walter Lang.

EARTHBOUND
Warner Baxter, Andrea Leeds, Lynn Bari. Directed by Irving Pichel.

UNITED ARTISTS

Being Edited

A CHUMP AT OXFORD (Roach)*

REBECCA (Selznick)*

TWO'S COMPANY (Roach)*

HOUSE ACROSS THE BAY (Wanger)*

1,000,000 B. C. (Roach)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez. Produced by Alexander Korda.

In Production

MY SON, MY SON (Small)*

THE WESTERNER (Goldwyn)*

GREAT DICTATOR
Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

UNIVERSAL

Being Edited

WEST OF CARSON CITY* (W)

DANGER ON WHEELS*

RIDERS OF PASCO BASIN* (W)

HONEYMOON DEFERRED*

RIGADOON*

DOUBLE ALIBI*

MY LITTLE CHICKADEE
Mae West, W. C. Fields. Directed by Edward Cline.

In Production

IT HAPPENED IN KALOHA
Deanna Durbin, Kay Francis, Lewis Howard. Directed by William Seiter.

BLACK FRIDAY
Boris Karloff, Bela Lugosi. Directed by Arthur Lubin

HOUSE OF THE SEVEN GABLES
Vincent Price, Margaret Lindsay. Directed by Joe May.

ALIAS THE DEACON
Bob Burns. Directed by Richard Wallace.

WARNER BROTHERS

Being Edited

CALLING PHILO VANCE*

TEAR GAS SQUAD*

GAMBLING ON THE HIGH SEAS*

MURDER IN THE AIR*

KING OF THE LUMBERJACKS*

FUGITIVE FROM JUSTICE*

CASTLE ON THE HUDSON*

In Production

MAGIC BULLET*

IT ALL CAME TRUE*

VIRGINIA CITY (Tech.)*

THREE CHEERS FOR THE IRISH*

MARRIED, PRETTY AND POOR*

WE SHALL MEET AGAIN
Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes. Directed by Edmund Goulding.

Use This Page Every Week As a Guide to What's Coming

Consult booking guide for release dates and dates when pictures omitted have been reviewed

Mayor Says 27% of Films Should Be Made in East

LaGuardia Expects 125 Features a Year to Be Produced in New York

Declaring that his plan for Eastern film production calls for 27 per cent of total film production in New York City, Mayor LaGuardia, at a conference this week with the trade press, asserted this goal would be reached within two years. Studios here will make an average of 125 pictures a year when his program is completed, the Mayor told the trade press.

He declared this percentage was warranted, inasmuch as the city contributes the same percentage to the total film revenue of the country. Replying to a query as to when he expects production here to reach its full capacity, he stated that since progress must be gradual, it will take time to work out the plan.

The Mayor emphasized the fact that "the impression that New York City wants to take everything from Hollywood is wrong." He added that "we expect to work in complete harmony with Hollywood, and we know we have certain advantages that Hollywood hasn't got, but we realize that a large amount of capital is invested there. We will make our share here . . . and we will not be satisfied with a fictional proportion," he stated.

That encouraging progress was being made by the Mayor and organized labor was contained in a statement released by the A. F. of L.

Selznick Honored

Stemming from "Gone with the Wind," the naming of David O. Selznick by the National Education Association's Committee on Motion Pictures, Department of Education, to its advisory board was announced this week. He is the first producer to be so designated.

SAM GOLDWYN ACCEPTS AWARD

Pays Tribute to Associates On "Heights" Film

In accepting the New York Film Critics' award for his production, "Wuthering Heights," adjudged the best picture of 1939, Samuel Goldwyn, at a citation of the awards held in the Rainbow Room Sunday evening and broadcast over an NBC network, declared that "I want to do so, not for myself as the producer, but for the splendid group of artists who were associated with me in making this picture. No one man can make a motion picture; therefore, no one man can take credit for it."



Samuel Goldwyn

Goldwyn thanked the Critics for the tribute, and extended his appreciation to William Wyler "for his splendid direction"—to Ben Hecht and Charlie MacArthur "who brought to life this great (Emily) Bronte story; Merle Oberon, Laurence Olivier, David Niven, Geraldine Fitzgerald, Flora Robson, and the others of the fine cast—not forgetting the splendid cooperation of my entire organization."

TRUST POLICIES TO BE UNCHANGED

Thurman Arnold to Retain Free Hand in Case

Washington—No effect on present Department of Justice anti-trust policies will be caused by the elevation of Attorney General Frank Murphy to the U. S. Supreme Court, with Solicitor General Robert Jackson succeeding and Judge Francis Biddle of Philadelphia taking over Jackson's present post, it was announced last week by Mr. Murphy, following announcement of his appointment to the bench.

With as free a hand as he now enjoys, Thurman Arnold, Assistant Attorney General, will carry on. Jackson, it is said, is even more familiar with industry litigation than Murphy, having argued, among others, the Dallas case before the Supreme Court. He is also declared to favor vigorous anti-trust law enforcement.

Abe Kaufman Ill

Chicago—Abe Kaufman, chief booker for Balaban and Katz theatres here, is ill at St. Luke's hospital.

Decree Permits Sunday Shows

Anniston, Ala. — In a declaratory suit brought against the city by the company operating three local picture houses, Circuit Judge R. B. Carr decreed that the theatres, closed by act of the Legislature since 1935, be reopened.



THE NEW STREAM-LINED VERSION OF

THE THRILLING AIR SPECTACLE—

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HELL'S ANGELS

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AT FIRST RUN PRICES

IN THE BIG ST. LOUIS THEATRE—

IT AGAIN DID RECORD BUSINESS.

ASK HARRY ARTHUR

The Short Subject

Interstate Circuit Has A Novel Newsreel Program

When new and worthwhile innovations are made, you can rest assured that the point of origin will be somewhere in Texas, where the Interstate Circuit operates several theatres.

Recently something new—a one-hour program of newsreel highlights culled from the five newsreel releases—was inaugurated at the Melba Theatre, Dallas. The experiment was inspired by the European war, and is being used at the Melba every Monday and Tuesday. It is limited to war scenes. Strong short subjects and cartoons complete the bill.

The announcement of the new innovation received a two-column story in the *Dallas Morning News*, in which John Rosenfield, film editor, writes that Interstate Circuit's lasting contribution to the field of motion picture showmanship is "the balanced film program with carefully chosen short subjects."

"Necessity was the mother of this invention," continues Rosenfield. "Karl Hoblitzelle hates double feature programs. They are the only thing in the world he really does hate. He foresaw that the continued practice of exhibiting two feature-length movies for the price of one would cheapen 50 to 60 per cent of the product.

"Hollywood, which might have stopped the double feature systems, didn't. Instead it made pictures specifically for secondary places on double feature programs. Interstate found itself exhibiting the tail end of the dual bill without the front end. The only salvation was a varied bill, including main picture, short subject, newsreel and cartoon to give the session general appeal.

"The work for the circuit was assigned to Mrs. Besa Short, who had tasted show business as the first executive secretary of the Dallas Little Theatre."

Rosenfield's article then goes on to explain the new experiment, which was "dreamed up by James Owen Cherry, city manager." In explaining how the idea will work, he explains that "Mrs. Short has been designated editor-in-chief of the entire program. She will preside over an editorial board consisting of a journalist, a history professor and Ainsley G. Wood, Melba manager. The journalist is expected to supply the news viewpoint and to separate the specious from the bona-fide. The professor will be looked to for advice on the profounder issues, the historical significance, the long-range pertinence."

The writer closes with the observation that "this is perhaps the most sincere editorial plan ever advanced in any locality for the presentation of news pictures via cinema."

STR heartily concurs, and we congratulate Mrs. Short, Mr. Cherry and all the others who have been and are still working to make it a complete success.

Free Ad Plugs Newsreel

A splendid example of no-cost advertising comes from Wally Allen, manager of Schine's Kentucky Theatre, Lexington, Ky. Every week Wally gets a free one column by 5-inch ad on the Sports page of the Lexington *Herald-Leader* plugging his Universal News. And how does he do it? Simply by giving the paper proper credit on the opening title of the News for bringing the news to town. The ad is generally run on the Sports page, of course, because of the football games.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 13)

CRITERION—Wrong Room (RKO-Radio) rev. 10-14-39.
GLOBE—The Green Hornet No. 10 (Univ.) rev. 12-2-39.
PARAMOUNT—Cuba (Para.); Judo Experts (Para.)
RADIO CITY MUSIC HALL—Crisis in the Pacific (RKO-MofT).
RIALTO—Grips, Grunts and Groans (Col.); Wotta Nitemare (Para.) rev. 7-8-39.
RIVOLI—Officer Duke (RKO-Disney) rev. 9-16-39; Sky Game (RKO-Pathe) rev. 12-23-39.
ROXY—Andy Panda Goes Fishing (Univ.); Scrappily Married (RKO-Radio).

CHICAGO LOOP

(Week Ending January 13)

APOLLO—For Play Hours (20th-Fox); Romance of the Potato (MGM) rev. 12-23-39; Sniffles and the Bookworm (Vita.).
CHICAGO—Beautiful Switzerland (Col.) rev. 12-30-39.
GARRICK—Sky Fighters (20th-Fox) rev. 12-9-39; Valiant Venezuela (MGM) rev. 12-23-39.
ROOSEVELT—Frankie Masters and His Orchestra (Para.); Judo Experts (Para.); Screen Snapshots No. 3 (Col.).
UNITED ARTISTS—Old Hickory (Vita.) rev. 12-30-39; Peace On Earth (MGM) rev. 12-9-39; Miracle at Lourdes (MGM).

Bremer Gets Rod & Reel Devotees With Special "Fishermen's Matinee

Devotees of the rod and reel recently had a field day at the Kirby Theatre in Houston when Manager Eddie Bremer presented a new idea with a "Fisherman's Matinee" used twice a day for three days. Eddie used ten fishing reels with great success at the box office.

The highlight of the engagement was noon of the last day when fishermen vied for honors and prizes of fishing equipment with unusual specimens caught during the week. Fresh fish, including a seven-foot sail fish, were displayed in the lobby.

Capitalizing on a Short

An alert showman is Grattan Johnston of the Madison Theatre, Mansfield. And he missed no bets when he capitalized on a Red Skelton short, "The Broadway Buckaroo." The paper ran a 3 col. by 9 photo and a reader below it describing Red Skelton kidding with the Ringling circus clowns in Chicago recently. As the story goes, "Red" was a clown before he became a radio and movie performer. The photo was human interest to the *Mansfield Journal* and turned out to be a good plug for Grattan Johnston's program.

Good Selling for "Gun Play"

Gerald Raines, manager of an Interstate theatre in Austin, Texas, conducted a strong campaign on "Gun Play." Using stills from New York, he effected displays in the windows of all sporting goods stores. Then, with the support of Fred P. Hart, local Winchester representative, personal letters were sent to the Austin Skeet Club, who supported the subject 100 per cent. Had it not been for this short, Gerald points out, his mid-week program would have failed completely.

Los Angeles Gets "Turkey" Via Outstanding Campaign

Out in Los Angeles they do more than merely produce pictures—they *sell* them. And it isn't necessarily features, either. Often a short subject comes in for its share of exploitation, as for example, Pete Smith's "Let's Talk Turkey," a swell short with plenty of laughs and a good lesson in carving as well.

For its showing at Loew's State and Grauman's Chinese theatres, both managers and the promotion department at the MGM studios put on an outstanding campaign, in the *Los Angeles Times*, according to Hal Elias, of the studio staff (and he furnishes us with proof) a double-truck was promoted with a sixteen-column streamer running across the two pages. There were also two two-column stories, one on the versatility of short subjects for which Producer-Commentator Pete Smith is responsible, and another about the "laughs galore provided by a would-be carver's troubles." Then there was a two-column cut showing Pete stumped as to what to do with the turkey, while Sally Payne frantically searches the cook book for the answer.

In a six-column layout A&P Food Stores devoted some space to the subject, and local gas companies took a five-column layout, appropriately illustrated with Pete in front of a gas range while Miss Payne removes the turkey and a scene of Max Cullen, expert, carving a turkey as it should be carved. The tieup was based on the fact that a "Certified Performance gas range was chosen to cook the turkey you'll see on the screen."

On another page, the May Company took a four-column display in a tieup on O'Keefe & Merritt gas ranges.

In cooperation with the A&P Food Stores, turkey carving instruction and recipe booklets were distributed at all the markets. On the mezzanine floor at Loew's State, turkey and all the trimmin's was served patrons. Gas ranges were displayed, and the turkey served was "Pilgrim Brand, sold exclusively at A&P Stores, and used in filming 'Let's Talk Turkey'."

On the basis of this promotion, it should certainly be a simple matter for you to tie up with the A&P Stores and the gas companies in your locality. And this season of the year, when more people are "getting the bird" for their holiday feasts than at any other season, is the time to do it.

Bodiford and Murray Invite Hitler To "Soldiers With Wings" Opening

Lowell Bodiford and Charlie Murray, of the Parkway Theatre, Ft. Worth, Texas, worked in cahoots to see that "Soldiers with Wings," first March of Time release for the new season, got a good all around campaign. That they succeeded goes without saying, when one looks over the details:

A trailer from National Screen Service was projected every day for ten days in advance of the playdate. The boys sent a cablegram to Adolf Hitler asking him to attend the opening, and copies were sent to the newspapers for special stories.

A large box in the weekly programettes and ample space in the regular advance ads, the marquee and the program panels served to plug the subject.

American Legion members, officers and wives were apprised of the showing by special notices addressed to them.

SHORT SUBJECT REVIEWS

THE SHADOW

1st Chap. 31 mins. — 14 others 20 mins.

Col. Serial ***Thrilling***

Comment: Assuming the guises of The Shadow, a black-garbed and masked figure, and of Lin Chang, a Chinese merchant, Lamont Cranston, noted criminologist, risks his life in an effort to track down the secret master-mind of the underworld, known only as the Black Tiger. In his search for the Black Tiger, Victor Jory, who plays The Shadow, has many breath-taking adventures which include escapes from lethal gases, exploding buildings, flaming gasoline trucks, and many other diabolical death traps. This serial is chock full of excitement and thrills. It is well acted and the story moves along at a rapid pace. The character The Shadow should please your adventure-loving patrons.

Exploitation: The Shadow is a well known character of radio and magazine fame. Arrange with your local newsdealer to tip in a broadside in all copies of the *Shadow magazine.* Conduct a contest from your stage for the best imitator of the Shadow's famous laugh. Rig up a masked figure for a lobby display.

XOCHIMILCO

Atlas ***11 mins.*** ***Entertaining***

Comment: Produced in Mexico, this subject shows one the wonders of Xochimilco, the beautiful paradise of Mexico City, with its beautiful hanging gardens, miniature lakes, and other wonders that have made it the "Venice of the Americas." The markets, the amusement-seeking populace, gay senoritas, add liveliness to the subject. The musical score is soothing. Produced by Max Urbas in Mexico City, "Xochimilco" should prove a novel treat to American audiences.

Exploitation: Displays of Mexican pottery and other wares in your lobby or in the window of a nearby store should draw attention. Perhaps you could have a musician in colorful Mexican costume walk along the streets strumming a guitar and carrying a card plugging your attraction.

Note: For booking information, write Atlas Films, 723 Seventh Ave., N.Y.C.

ON THE TRAIL OF THE TARPON

N. Y. Aquarium ***11 mins.*** ***Thrilling***

Comment: Anglers, and even those who've never indulged in the rod and reel sport, will get a thrill from this subject, which shows what the New York Aquarium is attempting to do toward learning the "comings and goings" of the mysterious tarpon. Photographed by S. C. Dunton in Florida, near tarpon headquarters, the subject shows the terrific battle put up by the fish when caught, the type of sea bottom in which it frequents, the tagging of small tarpon by the Bureau of Fisheries to trace their migration, and the studying of the fish's scales for records of its past history. There are other interesting scenes in the film, many of them photographed below the surface, at which lovers of natural history will marvel.

Exploitation: First of all, you'll want to grab space in the windows of sporting goods shops. Local naturalists and prominent anglers should be notified of your showing. It might be wise to arrange a private screening for them, and also for the newspaper sports editor, from which should accrue endorsements and valuable publicity. Sell the subject in the lobby, on the marquee and in your regular ads.

Note: This subject will be States Righted.



"High Peril" Wins Prize

Warners' "High Peril," a dramatic true story of steeplejacks, has been awarded the $1,000 prize for the best Floyd Gibbons "Your True Adventures" Vitaphone short subject released during the 1938-39 season. Major Albert Warner, vice-president (left, above), presents a check for that amount to Pat Jennings of Lawrence, Mass., whose true adventure won the big prize for the year.

IN THE SHORT SHOPS

MGM

Sidney Wagner has been set as cameraman on latest Crime Does Not Pay subject, "Jackpot," which Roy Rowland directs. Tom Neal and Jean Rouverol have the leading roles in the two-reeler, an exposé of the slot-machine rackets.

Having already pictured the glories of Venezuela, James A. FitzPatrick's next screen geography lesson will tell about Colombia. The latest of the noted traveler-commentator's Technicolor Traveltalks, "Calling on Colombia," presents a pictorial treat of the nation's industries, people, leading cities, traditions, and landmarks.

The nation's youngest feminine lion tamer makes her screen debut in Pete Smith's coming Specialty, "Facing The Lion," directed by Joe Newman. She is Patricia English, sixteen year old star pupil of Clyde Beatty's Lion Taming School for Women at Ft. Lauderdale,

RKO

Christopher Morley, author and literary critic, was the guest expert for the fifth of Pathe's "Information Please" shorts, filmed on Wednesday. Regular experts John Kieran, Franklin P. Adams and Oscar Levant were also on hand for the quiz session, as well as interrogator Clifton Fadiman. Frederic Ullman, Jr., is the producer and Frank Donovan the supervisor.

Vitaphone

As soon as she completes the first two of her "How To Get Fun Out of Life" series of featurets for Warner Bros. studio, Elsa Maxwell will leave Hollywood Feb. 1 to start a nationwide lecture tour. The famed party giver will explain "The Science of Laughter" from the lecture rostrum, opening in Washington, D. C., where she will be the guest of Mrs. Alice Roosevelt Longworth. The featurets to be filmed before Miss Maxwell's departure are "How To Give A Party" and "Riding Into Society."

Cliff Edwards is slated to play the role of Old King Cole in Warners' "Cinderella's Feller," comedy short subject with the Moglin Kiddies. Picture goes into work about Jan. 22, as soon as George Amy, who will direct, has finished cutting "Virginia City," the Errol Flynn production. Supervision will be by Gordon Hollingshead.

Columbia

The final title of the recently completed Three Stooges comedy in which the trio are dictators is "You Nazty Spy." Yes, the spelling is correct.

"Mr. Clyde Goes To Broadway," latest two-reel opus of the bewhiskered Andy, was previewed most gratifyingly in Inglewood last week and prints will be shipped East this week. Andy is a henpecked hotel proprietor who has theatrical ambitions. He gets his chance in a Shakespeare show and, while not good, is funny, thus makes good.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 13)

PARAMOUNT (No. 39)—March of Dimes; Roosevelt at Jackson Day dinner; Lawson Little open golf champ; Uruguayans hail Graf Spee's victors; Dewey at home; Mass construction speeds army bombers; Lou Gehrig takes up new duties; Connie Mack celebrates 75th birthday.

MOVIETONE (Vol. 23, No. 36)—Roosevelt at Jackson Day dinner; Mass construction speeds army bombers; Building with pontoons; March of Dimes; Admiral Richardson new U. S. Fleet commander; Dewey at home; Fashions; Ice skating race; Lawson Little open golf champ; Lew Lehr and tigers.

NEWS OF THE DAY (Vol. 11, No. 234)—Roosevelt at Jackson Day dinner; Admiral Richardson new U. S. Fleet commander; Mass construction speeds army bombers; March of Dimes; Tiger tamer tames tigers; Lawson Little open golf champ; Golden Glove bouts in New York.

UNIVERSAL (Vol. 12, No. 840)—Roosevelt at Jackson Day dinner; Mass construction speeds army bombers; March of Dimes; Hat fashions; Lawson Little open golf champ; Dempsey dedicates swimming pool; Golden Glove bouts in New York; Ice skating race.

PATHE (Vol. 11, No. 51)—Roosevelt at Jackson Day dinner; Dewey at home; Russia celebrates anniversary; Admiral Richardson new U. S. Fleet commander; Mass construction speeds army bombers; Lawson Little open golf champ.

(Released Wednesday, January 10)

PARAMOUNT (No. 38)—Air meet at Miami, Fla; Russian sea tragedy; Herrick and Lowther elope; President names new officials; British women in aircraft factories; Hore-Belisha ousted; London parents visit children evacuees; Finns stop Russian drives; Helsinki buries its dead; Ice skating in Central Park; Yacht meet off Red Bank, N. J.; Ski jump tourney at Bear Mountain, N. Y.

MOVIETONE (Vol. 22, No. 35)—Battle between British warship and German plane; Finns repel Russian attacks; Hudson River ice jam; National Motorboat Show; Air meet at Miami, Fla.; Sonja Henie glides on ice in Chicago; President names new officials; Mrs. Roosevelt opens drive on infantile paralysis; Yacht meet off Red Bank, N. J.; Horse racing on ice; Ski jump Tourney at Bear Mountain.

NEWS OF THE DAY (Vol. 11, No. 233)—Finns repel Russian attacks; King George ends visit to B.E.F.; North Sea Patrol battles storm; Murphy-Jackson take Washington spotlight; Air meet at Miami, Fla.; Mrs. Roosevelt opens drive on infantile paralysis; Yacht meet off Red Bank, N. J.; Horse racing on ice.

PATHE (Vol. 11, No. 50)—Roosevelt makes new appointments; Eight U. S. liners sold to Norway; British oust Hore-Belisha; $1,300,000,000 Navy Bill hearing; Dutch wooden shoe industry booms; Mrs. Roosevelt opens drive on infantile paralysis; Air meet at Miami, Fla.

UNIVERSAL (Vol. 12, No. 839)—Destruction and horror in Helsinki; Pursuit planes loaded aboard Finnish freighter; French chateau turned into war hospital; Captured German freighters in Scotland; Air meet at Miami, Fla.; Niagara Falls in winter garb; Murphy named to high court; Spring fashions in night gowns; National Motorboat Show; Ski Jump Tourney at Bea. Mountain, N. Y.; Yacht meet off Red Bank, N. J.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

MARY HEALY was handed a major role in 20th Century-Fox' forthcoming picture, "Twinkle, Twinkle, Little Star", set to go before the cameras within the next two weeks. WALTER LANG will direct with KENNETH MACGOWAN as associate producer. LINDA DARNELL, another newcomer, will head the cast.

MARY MARTIN will be BING CROSBY's leading lady in his next picture for Paramount, "Ghost Music", an original story by BILLY WILDER and JACQUES THERY. The picture will go into production as soon as CROSBY finishes work on his assignment for Universal.

Warner Bros. announce the acquisition of SOMERSET MAUGHAM's "The Letter" as a future vehicle for BETTE DAVIS, to follow her next starring picture, "All This, and Heaven Too". "The Letter" was the late JEANNE EAGELS' greatest stage success.

GUS KAHN, who has written most of EDDIE CANTOR's biggest successes such as "Making Whoopee", "Yes, Sir, That's My Baby", "It Had to be You" and "Carolina in the Morning", started work at MGM on a new song for CANTOR for use in his current picture, "Forty Little Mothers". The number is as yet untitled.

JOHN KING, recently signed to a long-term contract by Monogram, will have the male lead in "Arm of the Law", scheduled to go before the cameras late this month with T. R. WILLIAMS producing. KING will be remembered for his outstanding work in the all-color feature, "The Gentleman From Arizona".

MARLENE DIETRICH's next assignment for Universal is expected to be set shortly after the arrival of home office officials, who will confer with Producer JOE PASTERNAK and studio executives CLIFF WORK and MATTY FOX. "Singapore" has been mulled as one of the prospects for Miss DIETRICH.

WALTER WANGER is trying to borrow JOAN FONTAINE from Selznick International for the feminine lead in "Personal History", which will go before the cameras next month under the direction of ALFRED HITCHCOCK. She just completed a role in Selznick's "Rebecca".

Director SAM WOOD tested JOHN MILJAN for a role in SOL LESSER's "Our Town", set to go into production next week at the Goldwyn Studios. The picture is being made for United Artists release.

Director JACK HIVELY returned to Hollywood from a New York vacation and reports to RKO immediately to start preparations on his next assignment, "Anne of Windy Poplars", which will star ANNE SHIRLEY. The picture will start upon completion of Miss SHIRLEY's current assignment in Warner Bros.' "Saturday's Children".

Producer CHARLES R. ROGERS has signed ARTHUR CAESAR to write the screenplay for "Jane Addams and Hull House", his first picture under his new Columbia contract. Present plans call for a top-budget production.

"Rhythm of the Rio Grande", next TEX RITTER musical western, gets the "go" signal next week from Producer EDWARD FINNEY. AL HERMAN will direct from an original screenplay by GEORGE MARTIN. DOROTHY WOMACK has the feminine lead.

ROY ROGERS' next western for Republic will be "New Mexico", an original by NORMAN HUSTON with screenplay by HARRISON JACOBS. The starting date is contingent upon the availability of ROGERS and GEORGE "GABBY" HAYES, both currently tied up in "Dark Command", which was suspended due to the illness of CLAIRE TREVOR.

JACK VOTION and SAM COSLOW have formed Voco Productions and will produce a series of pictures starring LUM and ABNER of the radio. BARRY TRIVERS has written an original screenplay for the first in the series, which is scheduled to get under way around March 15.

Following his outstanding performance in "The Fighting 69th", ALAN HALE has been assigned to one of the top roles in Warner Bros.' "The Sea Hawk," which will star ERROL FLYNN. The picture will go into production late this month under the direction of MICHAEL CURTIZ.



At Preview

GRADWELL SEARS, *general sales manager for Warner Bros.*; ROSEMARY LANE; JOSEPH BERNHARD, *general manager of the Warner Circuit; and* HARRY M. WARNER *at the press preview of "The Fighting 69th", at Warner Bros.' Hollywood Theatre.* SEARS *and* BERNHARD *are on the coast for studio conferences.*



Music Hath Charms

But it seems that it isn't true in this case for LYNNE OVERMAN's *efforts on a bagpipe don't seem to be charming* MADELEINE CARROLL *to any great extent.* LYNNE *has to play the pipes in Paramount's "Safari" and has enlisted the aid of an air pump.*

"Earthbound" Starts Production With Baxter, Leeds Co-Starred

Executive Producer SOL M. WURTZEL, of 20th Century-Fox, started the cameras on "Earthbound" last week, with IRVING PICHEL directing WARNER BAXTER and ANDREA LEEDS in the leading roles. The top supporting role is being played by LYNN BARI. "Earthbound" is an original story by BASIL KING.

WARNER BAXTER will be making his first screen appearance in seven months in the picture, while Miss LEEDS, borrowed from SAMUEL GOLDWYN, was seen recently in the 20th Century-Fox success, "Swanee River", in which she co-starred with TYRONE POWER and AL JOLSON.

Frank Lloyd's Columbia Deal Off

FRANK LLOYD checked off the Columbia lot last week and opened headquarters at the General Service Studios, where he will operate an independent producing outfit with JACK SKIRBALL. LLOYD expects to start the camera work on "Tree of Liberty" around April 1. Releasing deal will be announced shortly.

Douglas-Russell Co-Starred

MGM will co-star MELVYN DOUGLAS and ROSALIND RUSSELL in the remake of "Dulcy", which will be produced by EDWARD CHODOROV. NORMAN MCLEOD will direct from the screenplay by JERRY CHODOROV and JOSEPH FIELDS.

Frank Ross Is Made a Producer

Because of his work as associate producer on "Of Mice and Men", HAL ROACH elevated FRANK ROSS to a full producer rating with the company. Ross will produce two pictures for the coming season.



Here's How To Do It

Comedian JOE PENNER *strives for an earful of advice as burly-man* TOM KENNEDY *corrals a couple of lovelies from* JOE'S *current RKO-Radio starring vehicle, "Millionaire Playboy," for a not-too-private reading.*

Mae Murray in Comeback

MAE MURRAY has been signed to a three picture deal by Retsama Film Productions, marking her comeback to the screen after an absence of several years. HENRI BELLOUS, former assistant to CECIL B. DEMILLE, will produce and direct. The first picture will be based on the novel "Chocolate", story of the present Russian Communist system, and is scheduled to start January 24.

"Kitty Foyle" Hempstead's First

DAVID HEMPSTEAD, recently signed as a producer by RKO, reported at the studio to begin preparations for his first film under his new contract, "Kitty Foyle", CHRISTOPHER MORLEY'S new best-selling novel. HEMPSTEAD recently completed a long-term contract at 20th Century-Fox as associate producer.

Four Numbers for Durbin's Next

A diversified musical score of four numbers, including one modern song, will be sung by DEANNA DURBIN in her current picture, "It Happened in Kaloha". The modern number is "Love is All", by PINKY TOMLIN and HARRY TOBIAS. JOE PASTERNAK is producer of the new film, with WILLIAM SEITER directing. Supporting cast includes KAY FRANCIS, WALTER PIDGEON, LEWIS HOWARD and CISSIE LOFTUS.

Delay Costing $250,000

CLAIRE TREVOR'S illness is costing Republic an additional $250,000 and the budget on "Dark Command" will run close to $1,000,000 instead of the $750,000 originally announced by the studio. Shooting was suspended December 23 and MISS TREVOR'S physicians say that it will be another month before she can resume work. Added cost is for salaries of Director RAOUL WALSH and big list of players.

Lubitsch To Join Lesser

ERNST LUBITSCH, following his two big hits for MGM, "Ninotchka" and "Shop Around the Corner," begins his independent production in conjunction with SOL LESSER on March 1. LUBITSCH will go to New York to look over the present crop of Broadway plays before reporting.

Roosevelt to Make Two to Four Films a Year for United Artists

JAMES ROOSEVELT'S recently organized Globe Productions, Inc., will distribute its entire product of from 2 to 4 pictures a year through United Artists, it was announced with the signing of the long-term contract, announced last week.

In discussing his plans, ROOSEVELT stated that "The Bat", highly successful Broadway play, is now being readied in anticipation of April production, for his first picture under the new set-up. The story is being adapted by ROLAND KIBBEE and will be scenarized by WALTER DELEON.

ROOSEVELT'S producing organization will be headed by HENRY HENIGSON, for seven years general manager of Universal studios, and former MGM producer. The pictures will be filmed at the SAMUEL GOLDWYN studios where all facilities and technical staffs will be at the new producer's disposal.

Del Ruth Leaves 20th-Fox

ROY DEL RUTH, after a five-year association with 20th Century-Fox, checks off the lot this week. DEL RUTH directed for DARRYL F. ZANUCK when the producer was with Warner Bros. and continued with him until the present time. Negotiations are on for a term deal with both RKO and Paramount.

Camera Crew Leaves for Honduras

Warner Bros. are sending a camera crew to La Lima, Honduras, to photograph backgrounds for "Torrid Zone", which will co-star GEORGE RAFT and ANN SHERIDAN. Arrangements for the trip were worked out by WILLIAM GUTHRIE, studio location manager, with officials of the United Fruit Line. The picture will go into production late this month.

Wellman Ill But Hard at Work

Still resting at his home, WILLIAM A. WELLMAN, Paramount producer-director, is taking treatments for the arthritis which has kept him incapacitated since he finished filming "The Light That Failed." WELLMAN is in constant touch with his office, where work is progressing on the script of his next picture, "The City That Never Sleeps".

Sam Fuller Signed

SAM FULLER has been signed by Republic to write an original screenplay under the title of "Gangs of Chicago", which is scheduled for early production.

An "Intimate" Love Scene

JEAN ARTHUR *and* MELVYN DOUGLAS *are doing their best to pretend they're alone in this scene from Columbia's "Too Many Husbands", but it's not easy, with the big crew looking on. Seated in the camera foreground is* WESLEY RUGGLES, *producer-director of the picture. Next to him is his writer,* CLAUDE BINYON. *The man standing next to the column is* SKEETS GALLAGHER, RUGGLES' *personal assistant. Others are prop men, assistant directors and assistant cameramen.*



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

"Sandy is a Lady" will be the tag of BABY SANDY'S next picture for Universal, and from the title someone would think she was anything else but, in her other two films . . . and anyhow, the way the girls dress in Hollywood, you have to look twice to make sure you are looking at a lady.

Now that the stormy battle between DOROTHY LAMOUR and 20th Century-Fox is settled (DOROTHY will NOT get a hair cut), let's take a "gander" at the picture and see how it worked out. After seeing DOTTIE in several of her recent films, we must admit we never knew she had hair.

ELLIOTT LEWIS, the "oldtimer's" favorite actor, went over to Warner Bros. for a screen test the other day . . . and ad-libbed through the entire test, a swell piece of business. The kid will be going places soon, so don't forget to remember that we told you.

The boys around Hollywood are sure getting off on the right foot for the new year. MGM's "Shop Around the Corner"; WB's "Fighting 69th"; Columbia's "His Girl Friday"; and Paramount's "Remember the Night"; four sock box office hits for a starter. Keep up the good work.

NEWS ITEM: RALPH BELLAMY goes to "Hell". That's the way it reads, but it only means that BELLAMY has been borrowed from Columbia for one of the top roles in Paramount's "Women From Hell". We know a lot of people who would go to the same place for a break like that.

CLARK (RHETT BUTLER) GABLE'S tag line in "Gone With the Wind", is getting a big play around town. Wherever you go, you can always hear someone saying—"Frankly, I don't give a damn"—and most of the time it sounds as if they are right. Wonder if CLARK will repeat when he hears of SCARLETT'S divorce.

Green Signed by Larry Darmour

HAROLD GREEN, who recently completed the screenplay of Universal's "House of Seven Gables", has been signed by LARRY DARMOUR to write an original for a JACK HOLT starrer.

Advance Dope

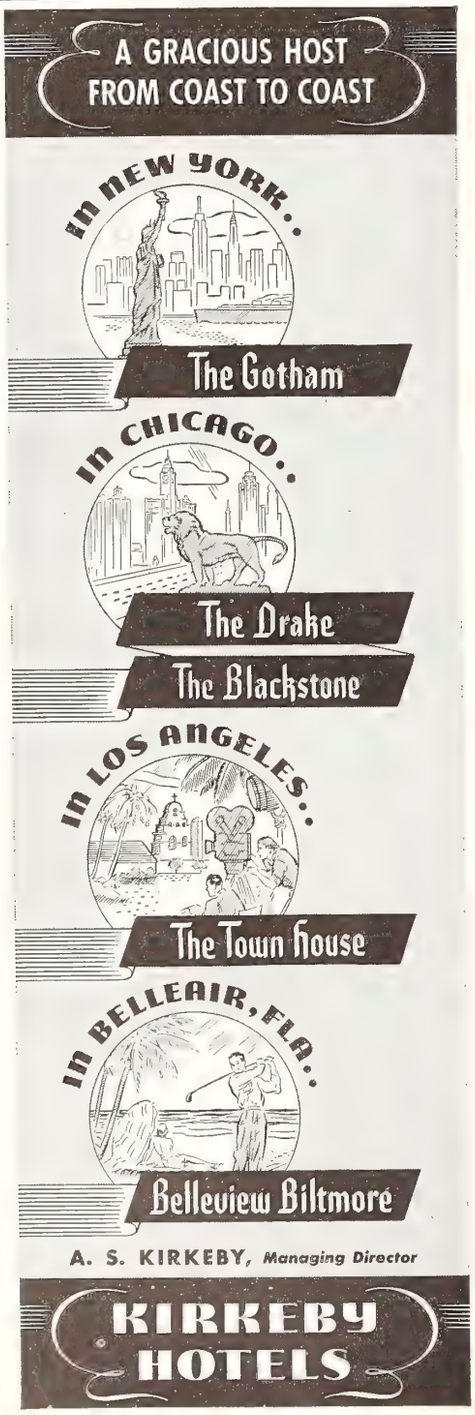
Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

40 LITTLE MOTHERS

MGM | Comedy | Not Set

Selling Names: Eddie Cantor, Rita Johnson, Bonita Granville, Ralph Morgan.
Director: Busby Berkeley.
Producer: Harry Rapf.
Story Idea: Eddie Cantor is given a job as professor in a school for girls. He finds an abandoned baby in a church and keeps him hidden in his room. When the school superintendent discovers this, Cantor is fired, but the girls mutiny—thus saving Cantor's job and having the baby installed as part of the curriculum of the school.
Catchline: "We all have forefathers . . . but this baby had forty mothers."



AROUSE AND BEWARE

MGM | Drama | Not Set

Selling Names: Wallace Beery, Dolores Del Rio, John Howard, Donald Meek.
Director: Leslie Fenton.
Producer: Edward Chodorov.
Story Idea: Wallace Beery, a Yankee prisoner of war, escapes with one of his officers, John Howard. Pushing their way through a wood, they meet Dolores Del Rio, a Russian girl who has just killed a man for a map he carried of the region. They struggle desperately to escape the enemies' bloodhounds, but Beery has to sacrifice his life in order to make it possible for the other two to escape.
Catchline: "He overcame temptation and made one last magnificent gesture."

MY SON, MY SON

UA | Drama | Not Set

Selling Names: Madeleine Carroll, Brian Aherne, Frances Dee, Louis Hayward, Henry Hull, Josephine Hutchinson.
Director: Charles Vidor.
Producer: Edward Small.
Story Idea: Brian Aherne and Henry Hull have been friends since childhood. Aherne is a successful novelist, married to Josephine Hutchinson. Hull is a creator of beautiful furniture, married to Sophie Stewart. Aherne has a son, Louis Hayward, a weak, dishonest creature, who has been making his father's life miserable; but Aherne insists upon overlooking all his faults. Hull has a son, Bruce Lester, a fervent Irish patriot, but the end comes when Hayward kills Lester and is sent to the chair.
Catchline: "A father's unwavering, blind faith in his boy."

HOLD YOUR HORSES

Para | Western | Not Set

Selling Names: William Boyd, Russell Hayden, Britt Wood, Julie Carter.
Director: Lesley Selander.
Producer: Harry Sherman.
Story Idea: William Boyd is foreman of a ranch where he breeds fine mustangs for stagecoach service. Russell Hayden and Britt Wood assist him and his best customer is J. Farrell MacDonald, father of Julie Carter. MacDonald is wounded when his coach is held up and robbed, so Boyd arranges a race between his mustangs and Harvey Stephen's, suspecting him, but Hayden throws the race to save Julie's life. This leads him to the real culprits.
Catchline: "He enforced the law of the plains on all evil doers."

MILLIONAIRE PLAYBOY

RKO | Comedy | March 15

Selling Names: Joe Penner, Linda Hayes, Russ Brown, Arthur Q. Bryan.
Director: Leslie Goodwins.
Producer: Robert Sisk.
Story Idea: Joe Penner is taken by Russ Brown, head of an escort bureau, to a resort owned by Linda Hayes, to cure him of the violent spells of hiccoughing he gets whenever a girl kisses him. There Penner falls for Linda and gets enough courage to help her out of what he thinks is a murder rap. Then Arthur Bryan, Penner's rich father, buys the resort for an electric power project and Penner and Linda plan their marriage.
Catchline: "Cupid cured him of his odd affliction."

LITTLE ORVIE

RKO | Comedy | March 1

Selling Names: John Sheffield, Ernest Truex, Dorothy Tree, Ann Todd.
Director: Ray McCarey.
Producer: William Sistrom:
Story Idea: John Sheffield, an eight year old, wants a dog, but his mother, Dorothy Tree, has vetoed the idea. He finds a Great Dane and adopts him for a day, but this causes so much trouble that John is punished by his parents. After he tries to run away, his parents repent and give him permission to have all the dogs he'd like.
Catchline: "He was willing to give up his home for his puppy."

THREE CHEERS FOR THE IRISH

WB | Drama | Not Set

Selling Names: Thomas Mitchell, Priscilla Lane, Dennis Morgan.
Director: Lloyd Bacon.
Producer: Sam Bischoff.
Story Idea: Thomas Mitchell, a grizzled old Irishman, has to retire after twenty-five years of splendid service on the police force. His job is taken over by Dennis Morgan, a rookie Scotchman, interested in Priscilla Lane, Mitchell's daughter, but Mitchell will have nothing to do with him. When they marry he forbids them the house, but forgives them when the twins are born; saying one will be Irish and the other Scotch.
Catchline: "Candidate for office . . . he considered it his duty to warn the citizens against himself."

SATURDAY'S CHILDREN

WB | Drama | Not Set

Selling Names: John Garfield, Anne Shirley, Claude Rains.
Director: Vincent Sherman.
Producer: Henry Blanke.
Story Idea: Anne Shirley is the daughter of Claude Rains, a clerk living in the low middle class district of the city. Rains gets Anne a job in his place, where she meets John Garfield, another clerk. They fall in love and marry, but financial difficulties threaten to break up their marriage because Garfield won't permit his wife to work. Everything ends satisfactorily when Garfield gives his consent to Anne's job.
Catchline: "Should a wife work or remain at home?"

FIVE LITTLE PEPPERS AT HOME

Col | Drama | Not Set

Selling Names: Edith Fellows: Dorothy Ann Seese, Clarence Kolb, Ronald Sinclair, Dorothy Peterson.
Director: Charles Barton.
Producer: Irving Briskin.
Story Idea: Edith Fellows and her mother, Dorothy Peterson, bring rich Clarence Kolb and his nephew, Ronald Sinclair, to their place to live when experts fail to locate his rich copper vein and the bank is pressing Kolb for payment of his loans. Edith and the children follow Rex Evans into the mine and are caught in a cave-in. They are all saved, and the cave-in exposes the rich vein they have been hunting for.
Catchline: "He tasted real contentment among the peppers."

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued

COLUMBIA 1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson		6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b8/5/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)		Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget		Penny Singleton-Arthur Lake			In Prod.
Bullets for Rustlers (W)		Charles Starrett-Lorna Gray			a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman		Hudson-Lane-Lang		1/31/40	In Prod.
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb			a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (D)		Warren William-Joan Perry		1/26/40	a1/6/40
Miracle on Main Street	78	Margo-W. Abel-L. Talbot		10/29/39	Not Rev.
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)	63	Jacqueline Wells-Bruce Cabot		12/28/39	a11/25/39
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith		9/14/39	b11/25/39
Outside 3-Mile Limit (D) (Former title, "Criminal Cargo")		Jack Holt-Irene Ware			a10/21/39
Passport to Alcatraz		Jack Holt-Cecilia Callejo			In Prod.
Pioneers of the Frontier (W)		Bill Elliott-Linda Winters		2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Express (W)		Chas. Starrett-Iris Meredith			In Prod.
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands		Arthur-MacMurray-Douglas			In Prod.
Two-Fisted Rangers (W)	62	Chas Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

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Children of the Wild		Joan Valerie-James Bush		10/14/39	Not Rev.
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	5/27/39	b2/11/39
Lady Takes a Chance (D) (Former title, "Everything Happens to Ann")		Heather Angel-John King			a3/4/39
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	5/20/39	b2/25/39
Singing Cowgirl (Former title, "Lady Buckaroo")	57	Dorothy Page-David O'Brien		5/31/39	a11/19/38
Six-Gun Rhythm (W)		Tex Fletcher-Joan Barclay	(F)	5/13/39	b2/18/39

MGM 1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39

MGM 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan		6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

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Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Arouse and Beware (D)		Wallace Beery-Dolores Del Rio		2/16/40	a1/13/40
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)		Powell-Astaire-Murphy		2/9/40	a10/14/39
Congo Maisie (D)		Sothern-Carroll-Johnson		1/19/40	a12/9/39
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert			a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Hery Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr			a11/12/38
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk		Lupino Lane-Sally Gray		1/26/40	Coming
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)		Tracy-Young-Brennan (Tech.)		2/23/40	a8/12/39
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (D)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		2/2/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	B9/2/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler			a12/2/39

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Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)		F. Darro-Marjorie Reynolds		1/30/40	a12/30/39
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (D) (Former title, "Mr. Wong at Headquarters")		Boris Karloff-Marjorie Reynolds		1/15/40	a12/16/39
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)		Jack Randall-June Willkins		1/25/40	a12/30/39
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)		James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Klag of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Haft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b12/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Adventure In Diamonds (D)		Isa Miranda-George Brent		3/8/40	a9/23/39
(Former title "Diamonds Are Dangerous")					
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			a11/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again		Jack Benny-Virginia Dale		5/31/40	In Prod.
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		3/29/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden			a12/16/39
(Former title, "The Man From Bar 20")					
Hold Your Horses (W)		Wm. Boyd-Russell Hayden			a1/13/40
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)		Russell Hayden-Jean Parker		2/23/40	a9/16/39
Law of the Pampas (W)		Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)		J. Carroll Naish-Wm. Henry		2/2/40	a8/26/39
(Former title, "Federal Offense")					
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/26/40	b11/13/40
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/2/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/19/40	b1/13/40
Showdown (W)		Wm. Boyd-J. Clayton-Hayden		5/10/40	a10/14/39
(Former title, "Gun Chores")					
Sidewalks of London (D)	80	Laughton-Leigh		2/16/40	b7/9/38
(Reviewed as "St. Martin's Lane")					
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)			a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/22/39
Woman From Hell		Jean Cagney-Richard Denning			In Prod
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

R.K.O.-RADIO 1937-38

Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/24/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Gamelo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	78	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

R.K.O.-RADIO 1939-40

Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	2/12/40	b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker			a1/6/40
Bill of Divorcement		Maureen O'Hara-Adolphe Menjou		5/3/40	In Prod.
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		2/9/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and In Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39

R.K.O.-RADIO 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife		Dunne-Grant-Scott		4/12/40	In Prod.
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinnochio		Technicolor Cartoon		2/23/40	In Prod.
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
(Reviewed as "Sixty Glorious Years")					
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)		George Sanders-Helen Whitney		3/8/40	a12/9/39
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)		Mitchell-Best-Bartholomew		1/26/40	a11/11/39
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)		Carole Lombard-Brian Aherne		2/16/40	a10/7/39

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Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	86	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers		9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

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Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Heroes of the Saddle (W)	56	Three Mesquiteers		1/12/40	a12/16/39
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (D)		Richard Cromwell-Doris Day			a12/16/39
Wolf of New York (D)		Edmund Lowe-Rose Hobart			a12/16/39

20TH CENT.-FOX 1938-39

Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b8/8/38

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Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/38
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (D)		Shirley Temple-Nancy Kelly		3/22/40	a10/14/39
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/38
Charlie Chan in Panama (D)		Sidney Toler-Jean Rogers		3/8/40	a11/11/39
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
Cisco Kid in Chicago		Cesar Romero-Chris-Pin Martin		4/12/40	In Prod.
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil		Tyrone Power-Dorothy Lamour			In Prod.
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
For Women Only		Lynn Bari-Joan Davis		3/29/40	In Prod.
Girl Must Live (C)	93.	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath		Fonda-Bowdon-Grapewin		4/19/40	In Prod.
Heaven With A Barbed Wire Fence (C-D)	62.	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83.	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83.	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72.	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98.	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68.	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
I Was An Adventuress		Zorina-Richard Greene		4/5/40	In Prod.
Little Old New York (D)		Alice Faye-MacMurray-Greene		2/9/40	a10/14/39
Man Who Wouldn't Talk (D)		Lloyd Nolan-Joan Rogers		2/2/40	a10/7/39
Pack Up Your Troubles (C)	70.	Jane Withers-Ritz Brothers		10/20/39	b9/23/39
Quick Millions (C)	61.	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103.	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100.	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Stop, Look and Love (C)	57.	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86.	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65.	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84.	Randolph Scott	(F)	10/27/39	b10/28/39
Twinkle, Twinkle Little Star		Linda Darnell-John Payne			In Prod.
Young as You Feel (D)		Jones Family		2/16/40	a12/16/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92.	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88.	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94.	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79.	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96.	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103.	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71.	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)		Stan Laurel-Oliver Hardy			a8/12/39
Eternally Yours (C)	91.	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109.	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft			a11/11/39
Housekeeper's Daughter (C)	80.	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70.	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	75.	Merle Oberon-Ralph Richardson	(F)		b12/16/39
Man in the Iron Mask (D)	110.	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll			a1/13/40
Of Mice and Men (D)	106.	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis			a1/6/40
Over the Moon (C-D)	78.	Oberon-Rex Harrison (Tech.)	(F)		b11/11/39
Raffles (D)	71.	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96.	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine		1/19/40	a10/14/39
Slightly Honorable (My-C)	85.	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101.	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Two's Company (C)		Stan Laurel-Oliver Hardy			a12/23/39
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90.	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62.	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70.	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88.	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74.	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60.	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83.	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65.	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67.	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66.	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62.	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78.	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58.	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61.	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66.	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65.	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90.	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96.	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61.	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87.	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73.	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75.	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
When Tomorrow Comes (D)	90.	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon		Bob Burns			In Prod.
Big Guy (D)	77.	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday		Boris Karloff-Bela Lugosi			In Prod.
Call a Messenger (C-D)	60.	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75.	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)		J. Mack-Bob Baker		11/24/39	a8/26/39
Danger on Wheels (D)		Richard Arlen-Andy Devine (Former title, "Test Driver")		2/2/40	a10/21/39
Desperate Trails (W)	60.	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93.	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		2/23/40	a1/6/40
Framed (D)		Constance Moore-R. Armstrong		1/5/40	a11/18/39
Green Hell (D)	64.	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Hawaiian Nights (Mu-C)	64.	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62.	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)		Margaret Lindsay-Edmund Lowe (Former title, "Double Alibi")		2/16/40	a12/9/39
House of Seven Gables		Vincent Price-Margaret Lindsay			In Prod.
Invisible Man Returns (D)		Hardwicke-Price-Grey		1/12/40	a11/11/39
It Happened in Kaloha		Deanna Durbin-Kay Francis			In Prod.
Laugh It Off (C)	63.	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63.	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65.	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Man From Montreal (D)		Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90.	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64.	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67.	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee		Mae West-W. C. Fields		2/9/40	In Prod.
Oh Johnny, How You Can Love (C)		Tom Brown-Peggy Moran		1/5/40	a12/30/39
Oklahoma Frontier (W)	59.	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60.	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W)		J. M. Brown-Bob Baker (Former title, "Vigilante War")		4/5/40	a9/30/39
Rigadoon (D)		Lola Lane-James Craig			a1/6/40
Rio (D)	75.	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Tower of London (H-D)	92.	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65.	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70.	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90.	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker (Former title "Galloping Kid")		1/19/40	a9/16/39
Witness Vanishes (My)	66.	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58.	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86.	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71.	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58.	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106.	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56.	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100.	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107.	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104.	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92.	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55.	Irene Rich-Henry O'Neill (Reviewed as "Hobby Family")		8/26/39	b8/19/39
Hell's Kitchen (D)	81.	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82.	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127.	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92.	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59.	Charles Grapewin-Jane Bryan (Reviewed as "I Am Not Afraid")	(F)	6/3/39	b4/8/39
Nancy Drew—Reporter (D)	65.	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (My)	69.	Bonita Granvile-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90.	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80.	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60.	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63.	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59.	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58.	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59.	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60.	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59.	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90.	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62.	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85.	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78.	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
British Intelligence (D)	62.	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87.	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My-D)	94.	James Stephenson (Former title, "Philo Vance Comes Back")			a9/2/39
Castle on the Hudson (D)		Garfield-O'Brien-Sheridan (Former title, "20,000 Years In Sing Sing")			a8/12/39
Child Is Born (D)	79.	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62.	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dust Be My Destiny (D)	88.	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83.	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90.	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99.	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56.	May Robson-Harry Davenport	(F)		b1/6/40
Invisible Stripes (D)	82.	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58.	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D)	95.	Medea Novara-L. Atwill (Reviewed as "Juarez and Maxmilian"—States Rights)		12/16/39	b4/29/39
Magic Bullet (D)		Edw. G. Robinson-Ruth Gordon. (Former title, "Life of Dr. Ehrlich")			a11/4/39
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60.	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57.	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95.	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94.	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65.	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106.	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57.	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62.	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106.	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Smashing the Money Ring (D)	56.	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson. (Former title, "State Cop")			a9/23/39
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan			a1/13/40
Virginia City (D)		Flynn-Hopkins-Scott			a12/2/39
We Are Not Alone (D)	112.	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39
We Shall Meet Again		Merle Oberon-George Brent			In Prod.

STATES RIGHTS

Title	Mins.	Stars			See Issue of
Black Eyes (D)	72.	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63.	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74.	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69.	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56.	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76.	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64.	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55.	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)		Roland Drew-Steffi Duna (Reviewed as "Hitler, Beast of Berlin")	(A)	Producers	b11/18/39
Housemaster (D)	83.	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63.	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)		Grace Bradley-Roland Drew			a11/25/39
Keep Punching (D)	81.	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80.	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55.	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73.	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61.	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74.	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Pocomania (D)	65.	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72.	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84.	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65.	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Spies of the Air (My-D)	78.	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70.	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57.	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68.	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars			See Issue of
Champs-Elysees (D)	89.	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Double Crime in the Maginot Line (D)	83.	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89.	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75.	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Hockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swingtime		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator		6½	Not Rev.
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury		10	Not Rev.
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Mad Maestro		8	Not Rev.
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (6)			
Pound Foolish		20	Not Rev.
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes		10	Not Rev.
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf		10	Not Rev.
OUR GANG (8)			
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling		10	Not Rev.
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie		10	Not Rev.
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez		10	Not Rev.
Quaint St. Augustine	Charming	9	11/25/39
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

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	Comment	Running Time	Reviewed Issue of
COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and his Orch.		10	Not Rev.
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orch.		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev.
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Touchdown Review		10	Not Rev.
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach		7	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3		10	Not Rev.
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill		10	Not Rev.
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts		10	Not Rev.

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3		11	Not Rev.

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME (13)			
Inside the Maginot Line	Excellent	20½	10/29/38
Movies March On	Very Good	22	7/ 8/39
Metropolis—1939	Fine	18	8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		18	Not Rev.
Western Welcome	Entertaining	20	5/13/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zoo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Nevada Unlimited	Interesting	9	9/30/39
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse In a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads		18	Not Rev.
Rhythm Jamboree		18	Not Rev.
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.

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VITAPHONE-WARNER BROS. 1938-39

BROADWAY BREVITIES (22)

	Comment	Running Time	Reviewed Issue Of
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38

COLOR PARADE (13)

China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39

FEATURETS (Tech.) (8)

Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38

LOONEY TUNE CARTOONS (16)

Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	Not Rev.

MELODY MASTERS (18)

Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Artie Shaw Club on the Air	For Jitterbugs Okay	10	6/24/39 4/ 1/39

MERRIE MELODIES (26) (Tech.)

Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapalooo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
She Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38

VITAPHONE-WARNER BROS. (Con.)

TECHNICOLOR SPECIALS (6)

Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39

TRUE ADVENTURES (13)

Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38

TRUE ADVENTURES (Con't)

Lives In Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39

VITAPHONE VARIETIES (12)

Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)

Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39

COLOR PARADE (10)

American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
New Horizons	Good	10	12/30/39

FEATURETS (Tech.) (8)

Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39

LOONEY TUNES (16)

Africa Squeaks		10	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.

MELODY MASTERS (10)

Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

MERRIE MELODIES (26) (Tech.)

Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm		7	Not Rev.

VITAPHONE VARIETIES (6)

History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39
Phantom Creeps	12 Chaps.		8/12/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N.Y. Zoological Society)	Thrilling	11	1/13/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/29/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39

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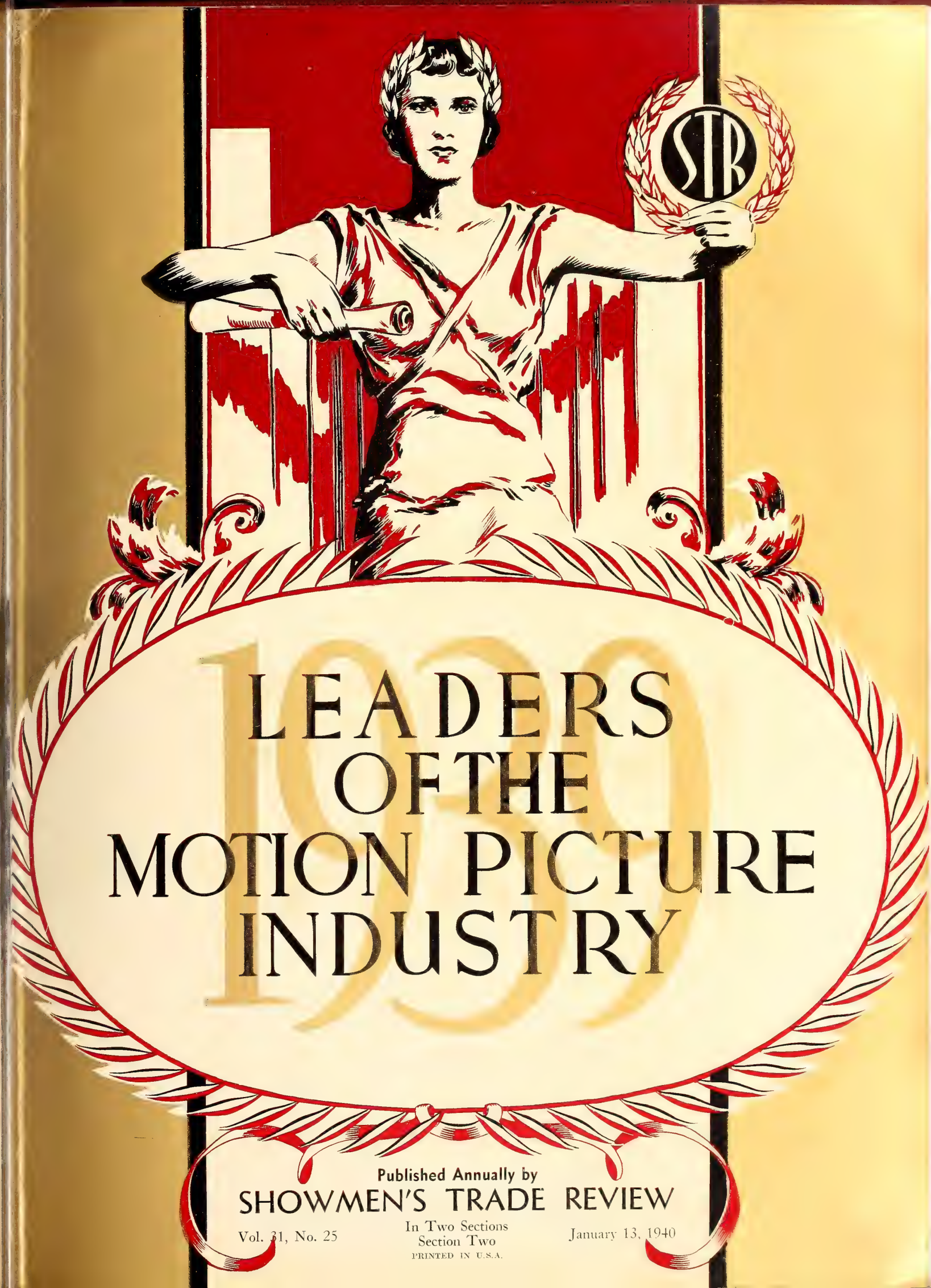
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COLUMBIA PICTURES



LEADERS OF THE MOTION PICTURE INDUSTRY

1939

Published Annually by
SHOWMEN'S TRADE REVIEW

Vol. 31, No. 25 | In Two Sections, Section Two | January 13, 1940

PRINTED IN U.S.A.



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LEADERS

OF THE

MOTION PICTURE INDUSTRY 1939

PUBLISHED ANNUALLY BY

SHOWMEN'S TRADE REVIEW

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

"Leaders of the Motion Picture Industry" is published annually by Showmen's Trade Review, Inc. Tom Kennedy, associate editor. Robert Wile, managing editor. Joseph H. Gallagher, film advertising manager. Publication office, East Stroudsburg, Pa. Editorial and advertising offices: 1501 Broadway, New York City. West Coast offices, Guaranty Building, 6331 Hollywood Blvd., Hollywood, California, Ann Lewis, West Coast Manager. Chicago representative: Marshall Reinig, 612 No. Michigan Ave., Chicago, Ill. Foreign representative: Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng. Subscription price (which includes a copy of Leaders of the Motion Picture Industry), is $2.00 per year in the United States and Canada. Foreign, $5.00 per year. Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879. All contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U. S. A.

EASTMAN FILMS

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BRULATOUR SERVICE

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The Standard for
The Motion Picture Industry

Fort Lee, N. J. Chicago, Ill. Hollywood, Cal.

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Getting At The Facts

LEADERS OF THE MOTION PICTURE INDUSTRY, the annual product check-up of Showmen's Trade Review, can well be considered not only an authentic summary of the past year but a guide to future buying as well.

Catalogued on the following pages will be found an accurate and authentic breakdown of the box office performance of every picture that registered on the profit side of the ledger as selected by practical theatremen hand picked to insure not only a proper geographic reaction but carefully broken up into major circuit operations, independent circuit houses and individual theatre owners of this country.

The intelligent film buyer of today must have at his finger tips the record of each company, star, producer and director because most product is sold on just such a basis. With this information available and dependable it should require little effort for any film buyer to check back on past performances and be able to determine, quickly and accurately, which of these groups or individuals were responsible for profitable product as determined by box office performance.

No effort or expense was spared to make this survey an efficient and accurate one. But more important, no outside influences were brought to bear on the voting theatremen. No local correspondents were used to gather the ballots or to help in the voting. Each theatreman received his own ballot together with a letter of explanation and a self-addressed envelope in which to return his vote.

All the questions asked, in addition to the picture selections, were pointed directly at his problems and the things in which he is vitally and currently interested. The results were certainly gratifying and the most illuminating comment that accompanied many of the ballots added greatly to the value of the poll.

Bear in mind that the entire contents of this annual is of more importance to the individual theatreman than to home office executives. It represents a reflection of opinion of theatremen, for theatremen. What you find between the covers of this annual is simply the publication of reports or votes cast by the theatremen.

We have tried to make it interesting, accurate and dependable. Those of you who will keep it as a reference guide will, we hope, find it the source of valuable reference and information when such information is desired and needed.

In closing, may we particularly call your attention to the exhibitor-expressions on the subjects of double features, premiums, money nights, radio, Neely Bill, and the several other matters, all important currently and all subjects that the exhibitors are vitally interested in right now, especially for knowing what their brother exhibitors think on the same subjects.

—*"Chick" Lewis*

Again

–THE BOXOFFICE SPEAKS!
–20TH HEADS THE LIST!

- **THE BIGGEST MONEY-MAKER OF THE YEAR!...**
- **TWO OUT OF THE FIRST FOUR!...**
- **SEVEN OUT OF THE LEADING 25!...**

in Showmen's Trade Review exhibitor poll!

And in Hollywood Reporter's poll . . . "Jesse James" is voted top boxoffice grosser of 1939!

Motion Picture Herald, too . . . 20th gets more stars in First Ten than any other company!

And 20th starts its bigger 1940 with –

SWANEE RIVER (proven all-time record-breaker); Maurice Maeterlinck's **THE BLUE BIRD** in Technicolor (road-show world premiere New York, Jan. 19); **THE GRAPES OF WRATH** (world premiere New York, Jan. 24); **LITTLE OLD NEW YORK** (from the producer and the director of 1939's biggest money-maker).

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

1939 Leading PRODUCTIONS

THE most significant, the most meaningful and important news it's possible to print is that which tells the story of achievement. Thus the pages immediately following unfold a story both dramatic and informative, because they reveal not opinion and speculative notions, but the stark reality of how the product of the industry's brains and talents met the final test—acceptance by the masses as excellent entertainment.

For years, Showmen's Trade Review and Leaders of the Motion Picture Industry have conducted polls with the one view in mind of getting into the record a true picture of product performance at the box offices of this nation's theatres. Summaries and compilations and polls, too, are not uncommon to this or any other industry. Without desire or design to reflect on the merit of any such, STR nevertheless frankly restates a conviction which has found agreement with an overwhelming number of exhibitors. This is that there is but one clear-cut conclusion upon which the industry can rely for guidance to its future policies and practices with regard to the designing of pictures that have mass appeal. And that is the record itself as established by pictures which have been made and exhibited. Here, then, is the touchstone of the whole significant undertaking of The Leaders Poll.

These pictures detailed in the following pages are the pictures which under actual test proved successful. Their records and achievements are an inspiration to the growth of the art as well as the commerce with which this industry is concerned. They are not the pictures selected by a critic, an editor, a production genius, an outstanding salesman, or a distinguished exhibitor. These are the pictures the public selected as the kind they like and are most willing to patronize. Quibbling about "art" as being at grips with "commercial success" is very well in its place—which is the drawing room where polite and erudite conversation contributes to enjoyment and the fuller life for those with leisure to enjoy it. But great artists themselves have said that it takes a "great audience to make a great poet;" or painter, or dramatist.

So the great audiences which put the final stamp of approval on the pictures that are given honor position in the following summary of an exhibitor poll, declare them great pictures—a credit to every company, executive, writer, director, actor and technician concerned with their production.

There are seventy-five pictures of the major group, and ten pictures from the two major independent companies listed by theatremen in the following pages. These are stand-out productions. They appear in their earned places in the listings because that's where the showmen of America, consulting results at the box office, placed them.

So far as this publication and its editors are concerned, it and they function solely in putting the proper question before a truly representative crosssection of the exhibitors, and counting up the votes with every care to diligence and accuracy in the performance of their tasks.

The leading 25 pictures from the major companies are excellent box office attractions—so proved themselves at theatres around the country. The secondary group of 50 productions are fine pictures of unquestioned merit. Of this the industry can be sure, for the performance proved the values of these pictures as entertainments the public applauded and paid money to see and enjoy. The 10 leading productions from the two major independent companies belong among the notable achievements in film production.

Regarding the particular groups of releases from which these outstanding pictures were selected by exhibitors as the best, the period covered by the STR poll was from November 1, 1938, to October 31, 1939. This should be borne in mind by all. Pictures which because of their extraordinary qualities may be thought to have greater potential value than those nominated in this poll, may prove to be of a date of release prior or subsequent to that period with which this poll is concerned.

Opinion may differ regarding certain productions and their merit both artistic and commercial—but of this we can assure you: The pictures named as Leaders in the following pages, are the pictures which the men on the job in theatres all over this country name as the biggest attractions of the period, by common consent of majority opinion.



Jesse James

20th Century-Fox

Nunnally Johnson—Associate Producer
Directed by Henry King

Principal Players

TYRONE POWER — HENRY FONDA — NANCY KELLY
RANDOLPH SCOTT — HENRY HULL — SLIM SUMMERVILLE
J. EDWARD BROMBERG — BRIAN DONLEVY

Production Credits

Darryl F. Zanuck In Charge of Production

Original Screen Play ..... Nunnally Johnson
Photography ..... George Barnes
Photography in Technicolor ..... W. H. Greene
Technicolor Director ..... Natalie Kalmus
Art Directors ..... William Darling and George Dudley
Film Editor ..... Barbara McLean
Musical Direction ..... Louis Silvers

Dodge City

Warner Bros.

Robert Lord—Associate Producer
Directed by Michael Curtiz



Principal Players

ERROL FLYNN — OLIVIA DE HAVILLAND — ANN SHERIDAN
BRUCE CABOT — FRANK McHUGH — ALAN HALE
VICTOR JORY — HENRY TRAVERS

Production Credits

Hal B. Wallis, Executive Producer

Original Screen Play ..... Robert H. Buckner
Technicolor Photography ..... Sol Polito
Associate Photographer ..... Ray Rennahan
Art Director ..... Ted Smith
Film Editor ..... George Amy
Musical Direction ..... Leo F. Forbstein
Special Effects ..... Byron Haskin and Rex Wimpy
Technicolor Director ..... Natalie Kalmus



Union Pacific

Paramount

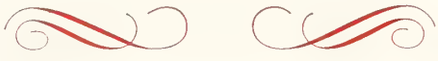
Produced and Directed by Cecil B. DeMille

Principal Players

BARBARA STANWYCK JOEL McCREA AKIM TAMIROFF
ROBERT PRESTON LYNNE OVERMAN BRIAN DONLEVY
ROBERT BARRAT ANTHONY QUINN

Production Credits

Associate Producer . . . . . William H. Pine
Screen Play . . . . . Walter De Leon, C. Gardner Sullivan and Jesse Lasky, Jr.
Adaptation . . . . . Jack Cunningham
Story . . . . . Ernest Haycox
Photography . . . . . Victor Milner
Art Directors . . . . . Hans Dreier and Roland Anderson
Musical Score . . . . . Sigmund Krumgold and John Leipold
Second Unit Director . . . . . Arthur Rosson
Film Editor . . . . . Anne Bauchens





Kentucky

20th Century-Fox

Associate Producer—Gene Markey
Directed by David Butler

Principal Players

LORETTA YOUNG RICHARD GREENE WALTER BRENNAN
DOUGLAS DUMBRILLE KAREN MORLEY MORONI OLSEN
RUSSELL HICKS WILLARD ROBERTSON

Production Credits

Darryl F. Zanuck, Executive Producer
Screen Play . . . . . Lamar Trotti and John Taintor Foote
Story . . . . . John Taintor Foote
Photography . . . . . Ernest Palmer
Technicolor Photography . . . . . Ray Rennahan
Technicolor Director . . . . . Natalie Kalmus
Art Directors . . . . . Bernard Herzbrun and Lewis Creber
Film Editor . . . . . Irene Morra
Musical Director . . . . . Louis Silvers



"Mr. Smith Goes to Washington"

Columbia

Produced and Directed by Frank Capra

Principal Players

JEAN ARTHUR	JAMES STEWART	CLAUDE RAINS
EDWARD ARNOLD	GUY KIBBEE	THOMAS MITCHELL
EUGENE PALLETTE	BEULAH BONDI	H. B. WARNER
HARRY CAREY	ASTRID ALLWYN	RUTH DONNELLY
GRANT MITCHELL	PORTER HALL	BABY DUMPLING

Production Credits

Screen Play ..... Sidney Buchman
Story ..... Lewis R. Foster
Photography ..... Joseph Walker, A. S. C.
Film Editor ..... Gene Havlick
Art Direction ..... Lionel Banks
Musical Director ..... W. W. Stoloff

Andy Hardy Gets Spring Fever

Metro-Goldwyn-Mayer

Directed by W. S. Van Dyke



Principal Players

LEWIS STONE	CECILIA PARKER	MICKEY ROONEY
FAY HOLDEN	ANN RUTHERFORD	HELEN GILBERT
JOHN T. MURRAY	SARA HADEN	TERRY KILBURN
	GEORGE BREAKSTON	

Production Credits

Screen Play ..... Kay Van Riper
Based on characters created by ..... Aurania Rouverol
Musical Score ..... Edward Ward and David Snell
Art Director ..... Cedric Gibbons
Photography ..... Lester White
Film Editor ..... Ben Lewis



Babes in Arms

Metro-Goldwyn-Mayer

Produced by Arthur Freed
Directed by Busby Berkeley

Principal Players

MICKEY ROONEY — JUDY GARLAND — CHARLES WINNINGER
GUY KIBBEE — JUNE PREISSER — GRACE HAYES
BETTY JAYNES — DOUGLAS McPHAIL

Production Credits

Screen Play ..... Jack McGowan and Kay Van Riper
Based on play by ..... Richard Rodgers and Lorenz Hart
Music by ..... Richard Rodgers, Lorenz Hart, Nacio Herb Brown, Arthur Freed, Harold Arlen and E. Y. Harburg
Musical Director ..... George Stoll
Art Director ..... Cedric Gibbons
Photography ..... Ray June
Film Editor ..... Frank Sullivan



The Wizard of Oz

Metro-Goldwyn-Mayer

Produced by Mervyn LeRoy
Directed by Victor Fleming

Principal Players

JUDY GARLAND — FRANK MORGAN — BERT LAHR
BILLIE BURKE — RAY BOLGER — JACK HALEY
MARGARET HAMILTON — CHARLEY GRAPEWIN

Production Credits

Screen Play ..... Noel Langley, Florence Ryerson and Edgar Allan Woolf
Adaptation ..... Noel Langley
Book by ..... L. Frank Baum
Photographed in Technicolor by ..... Harold Rosson
Technicolor Director ..... Natalie Kalmus
Art Director ..... Cedric Gibbons
Film Editor ..... Blanche Sewell
Musical Adaptation ..... Herbert Stothart
Lyrics & Music ..... E. Y. Harburg and Harold Arlen



Stanley and Livingstone

20th Century-Fox

Produced by Darryl F. Zanuck

Directed by Henry King

Principal Players

SPENCER TRACY — NANCY KELLY — RICHARD GREENE
WALTER BRENNAN — CHARLES COBURN
SIR CEDRIC HARDWICKE — HENRY HULL — HENRY TRAVERS

Production Credits

Associate Producer ..... Kenneth Macgowan
Screen Play ..... Philip Dunne and Julien Josephson
Photography ..... George Barnes
Art Direction ..... William Darling and George Dudley
Film Editor ..... Barbara McLean
Musical Direction ..... Louis Silvers

Goodbye, Mr. Chips

Metro-Goldwyn-Mayer

Produced by Victor Saville

Directed by Sam Wood



Principal Players

ROBERT DONAT — GREER GARSON — TERRY KILBURN
JOHN MILLS — PAUL VON HERNRIED — JUDITH FURSE
LYN HARDING — MILTON ROSMER — FREDERICK LEISTER
LOUISE HAMPTON — AUSTIN TREVOR — DAVID TREE

Production Credits

Screen Play ..... R. C. Sherriff, Claudine West and Eric Maschwitz
Novel ..... James Hilton
Photography ..... F. A. Young
Music by ..... Richard Addinsell
Musical Director ..... Louis Levy

Bachelor Mother

RKO-Radio

Produced by B. G. DeSylva
Directed by Garson Kanin

Principal Players

Ginger Rogers — David Niven
Charles Coburn — Frank Albertson
E. E. Clive — Elbert Coplen, Jr.
Ferike Boros — Ernest Truex

Production Credits

Pandro S. Berman in charge of production
Screen play.....Norman Krasna
Story by.....Felix Jackson
Photography.....Robert de Grasse
Art Director.....Van Nest Polglase
Edited by..Henry Berman and Rob't Wise

Out West With the Hardys

Metro-Goldwyn-Mayer

Directed by George B. Seitz

Principal Players

Lewis Stone — Mickey Rooney
Cecilia Parker — Fay Holden
Ann Rutherford — Sara Haden
Don Castle — Virginia Weidler

Production Credits

Screen play.....Kay Van Riper, Agnes Christine Johnston and William Ludwig
Based on characters by..Aurania Rouverol
Musical Score.....David Snell
Art Director.....Cedric Gibbons
Photography.....Lester White
Film Editor.....Ben Lewis

Tarzan Finds a Son

Metro-Goldwyn-Mayer

Produced by Sam Zimbalist
Directed by Richard Thorpe

Principal Players

Johnny Weissmuller
Maureen O'Sullivan
John Sheffield — Ian Hunter
Henry Stephenson — Frieda Inescort
Henry Wilcoxon — Laraine Day

Production Credits

Screen Play.....Cyril Hume
Characters Created by.....*Edgar Rice Burroughs*
Art Director.....Cedric Gibbons
Photography.....Leonard Smith
Film Editors.....Frank Sullivan and Gene Ruggiero

The Rains Came

20th Century-Fox

Darryl F. Zanuck, Producer
Directed by Clarence Brown

Principal Players

Myrna Loy — Tyrone Power
George Brent — Brenda Joyce
Nigel Bruce — Maria Ouspenskaya
Joseph Schildkraut — Mary Nash

Production Credits

Associate Producer.....Harry Joe Brown
Screen Play.....Philip Dunne and Julien Josephson
Novel by.....Louis Bromfield
Music.....Alfred Newman
Photography.....Arthur Miller
Art Direction.....William Darling and George Dudley
Film Editor.....Barbara McLean

Three Smart Girls Grow Up

Universal

Produced by Joseph Pasternak
Directed by Henry Koster

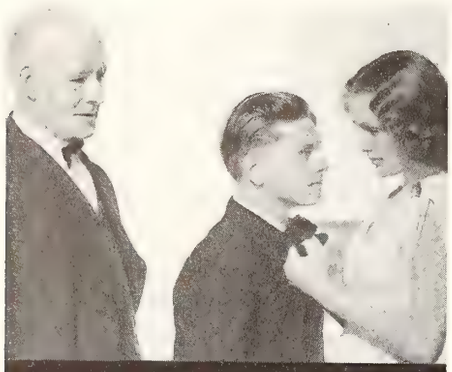
Principal Players

Deanna Durbin — Nan Grey
Helen Parrish — Charles Winninger
Nella Walker — Robert Cummings
William Lundigan — Ernest Cossart

Production Credits

Original Screen Play.....Bruce Manning and Felix Jackson
Photography.....Joseph Valentine
Art Director.....Jack Otterson
Film Editor.....Bernard W. Burton
Musical Director.....Charles Previn













The Hardys Ride High

Metro-Goldwyn-Mayer

Directed by George B. Seitz

Principal Players

Lewis Stone	Mickey Rooney
Cecilia Parker	Fay Holden
Ann Rutherford	Sara Haden
Virginia Grey	Minor Watson

Production Credits

Screen Play....Agnes Christine Johnston, Kay Van Riper and William Ludwig

Characters Created by..Aurania Rouverol

Musical Score.....David Snell

Photography.....Lester White

Film Editor.....Ben Lewis

The Adventures of Huckleberry Finn

Metro-Goldwyn-Mayer

Produced by Joseph L. Mankiewicz

Directed by Richard Thorpe

Principal Players

Mickey Rooney	Walter Connolly
William Frawley	Lynne Carver
Rex Ingram	Jo Ann Sayers
Minor Watson	Elizabeth Risdon

Production Credits

Screen Play.....Hugo Butler

Novel by.....Mark Twain

Musical Score.....Franz Waxman

Art Director.....Cedric Gibbons

Photography.....John Seitz

Film Editor.....Frank E. Hull

Only Angels Have Wings

Columbia

Howard Hawks Production

Directed by Howard Hawks

Principal Players

Cary Grant	Jean Arthur
Richard Barthelmess	Rita Hayworth
Thomas Mitchell	Allyn Joslyn
Sig Rumann	Victor Kilian

Production Credits

Screen Play.....Jules Furthman

Based on a story by.....Howard Hawks

Photography.....Joseph Walker

Aerial Photography.....Elmer Dyer

Film Editor.....Viola Lawrence

Art Direction.....Lionel Banks

Special Effects.....Roy Davidson

Musical Director.....M. W. Stoloff

Rose of Washington Square

20th Century-Fox

Nunnally Johnson, Associate Producer

Directed by Gregory Ratoff

Principal Players

Tyrone Power	Alice Faye
Al Jolson	William Frawley
Joyce Compton	Hobart Cavanaugh
Moroni Olsen	E. E. Clive

Production Credits

Darryl F. Zanuck in charge of production

Screen Play.....Nunnally Johnson

Story by.....John Larkin and Jerry Horwin

Photography.....Karl Freund

Art Direction.....Richard Day and Rudolph Sternad

Musical Direction.....Louis Silvers

Film Editor.....Louis Loeffler

Dark Victory

Warner Brothers

Donald Lewis, Associate Producer

Directed by Edmund Goulding

Principal Players

Bette Davis	George Brent
Humphrey Bogart	
Geraldine Fitzgerald	
Ronald Reagan	Henry Travers
Cora Witherspoon	Dorothy Peterson

Production Credits

Hal B. Wallis, Executive Producer

Screen Play.....Casey Robinson

Play by.....George Emerson Brewer, Jr., and Bertram Bloch

Photography.....Ernie Haller

Art Director.....Robert Haas

Film Editor.....William Holmes

Musical Director.....Leo F. Forbstein

Assistant Director.....Frank Heath

Gunga Din

RKO-Radio

Produced by George Stevens

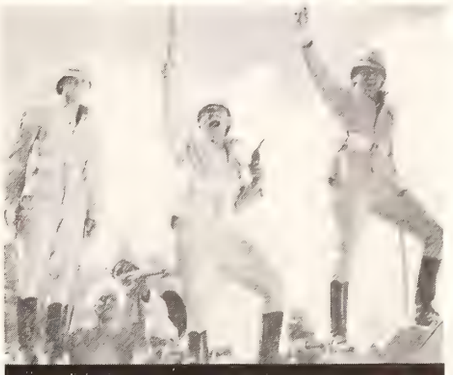
Directed by George Stevens

Principal Players

Cary Grant — Victor McLaglen
Douglas Fairbanks, Jr. — Sam Jaffe
Eduardo Ciannelli — Joan Fontaine
Montagu Love — Robert Coote

Production Credits

Pandro S. Berman in charge of production
Screen Play.....Joel Sayre and Fred Guiol
Story...Ben Hecht and Charles MacArthur
Music.....Alfred Newman
Photography.....Joseph H. August
Art Director.....Van Nest Polglase
Special Effects.....Vernon L. Walker



Hollywood Cavalcade

20th Century-Fox

Darryl F. Zanuck Production
Directed by Irving Cummings

Principal Players

Alice Faye — Don Ameche
J. Edward Bromberg — Alan Curtis
Stuart Erwin — Jed Prouty
Buster Keaton — Donald Meek

Production Credits

Harry Joe Brown, Associate Producer
Screen Play.....Ernest Pascal
Story....Hilary Lynn and Brown Holmes
Based Upon an Idea by.....Lou Breslow
Technicolor Photography..Allen M. Davey
Technicolor Director.....Natalie Kalmus
Film Editor.....Walter Thompson
Musical Direction.....Louis Silvers



Angels With Dirty Faces

Warner Bros.

Sam Bischoff, Associate Producer

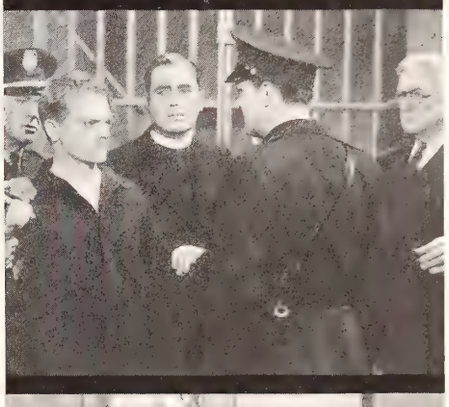
Directed by Michael Curtiz

Principal Players

James Cagney — Pat O'Brien
Humphrey Bogart — Ann Sheridan
George Bancroft — Dead End Kids

Production Credits

Hal B. Wallis, Executive Producer
Screen Play.....John Wexley and Warren Duff
Story by.....Rowland Brown
Photography.....Sol Polito
Assistant Director.....Sherry Shourds
Film Editor.....Owen Marks
Art Director.....Robert Haas
Musical Director.....Leo F. Forbstein



Young Mr. Lincoln

20th Century-Fox

Kenneth Macgowan, Associate Producer

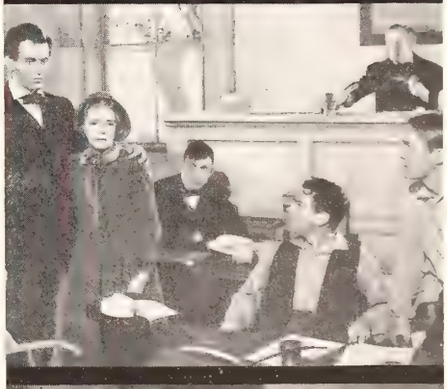
Directed by John Ford

Principal Players

Henry Fonda — Alice Brady
Marjorie Weaver — Arleen Whelan
Eddie Collins — Pauline Moore
Richard Cromwell — Donald Meek

Production Credits

Darryl F. Zanuck, Executive Producer
Original Screen Play.....Lamar Trotti
Music by.....Alfred Newman
Photography.....Bert Glennon
Art Direction.....Richard Day
Mark-Lee Kirk
Film Editor.....Walter Thompson



Stagecoach

United Artists

Walter Wanger Production
Directed by John Ford

Principal Players

Claire Trevor — John Wayne
Andy Devine — John Carradine
Thomas Mitchell — George Bancroft
Louise Platt — Donald Meek

Production Credits

Story by.....Ernest Haycox
Screen Play and Dialog...Dudley Nichols
Photography.....Ray Binger
Art Director.....Alexander Toluboff
Editorial Supervisor.....Otho Lovering
Film Editors.....Dorothy Spencer
Walter Reynolds



MARQUEE-MIGHT *from* Universal

Edgar **BERGEN** · Charlie **McCARTHY**
and Mortimer **SNERD** in **"CHARLIE McCARTHY, Detective"**
with **ROBT. CUMMINGS** · **CONSTANCE MOORE**
John Sutton · Edgar Kennedy · Samuel S. Hinds
Produced and Directed by **FRANK TUTTLE**

Marlene **DIETRICH** · *James* **STEWART**
in *"Destry Rides Again"*
with **CHARLES WINNINGER** · **MISCHA AUER** · **BRIAN DONLEVY** · **IRENE HERVEY** · **UNA MERKEL**
Directed by George Marshall
Produced by Joe Pasternak
A JOE PASTERNAK PRODUCTION

FAMOUS PRODUCTIONS presents
Douglas **FAIRBANKS** Jr. · Joan **BENNETT** in **"GREEN HELL"**
A JAMES WHALE *production*
Directed by James Whale
Produced by Harry Edington
with
JOHN HOWARD · **ALAN HALE** · **GEORGE BANCROFT**
VINCENT PRICE and **GEORGE SANDERS**
Original story and screenplay by Frances Marion

MAE WEST · **W. C. FIELDS**
in **"My Little Chickadee"**
with Joseph CALLEIA · Dick FORAN · Anne NAGEL · Margaret HAMILTON · George MORAN
Directed by **EDWARD CLINE**
Produced by **LESTER COWAN**

"THE INVISIBLE MAN RETURNS"
Suggested by the H. G. WELLS Story "The Invisible Man"
with **SIR CEDRIC HARDWICKE** · **VINCENT PRICE** · **NAN GREY**
JOHN SUTTON · **CECIL KELLAWAY**
Directed by **JOE MAY**
Asso. Producer **KEN GOLDSMITH**

UNIVERSAL PICTURES

The Secondary Group

The Women

Metro-Goldwyn-Mayer

Produced by Hunt Stromberg
Directed by George Cukor

Principal Players

Norma Shearer	Joan Crawford
Rosalind Russell	Mary Boland
Paulette Goddard	Phyllis Povah
Joan Fontaine	Virginia Weidler

Production Credits

Screen Play . . . Anita Loos and Jane Murfin
Play by . . . . . Clare Boothe
Photography . . . . . Oliver T. Marsh and Joseph Ruttenberg
Film Editor . . . . . Robert J. Kern

Second Fiddle

20th Century-Fox

Darryl F. Zanuck, Producer
Directed by Sidney Lanfield

Principal Players

Sonja Henie	Tyrone Power
Rudy Vallee	Edna May Oliver
Mary Healy	Lyle Talbot
Alan Dinehart	Minna Gombell

Production Credits

Director . . . . . Sidney Lanfield
Associate Producer . . . . . Gene Markey
Screen Play . . . . . Harry Tugend
Story by . . . . . George Bradshaw
Lyrics and Music . . . . . Irving Berlin
Photography . . . . . Leon Shamroy
Film Editor . . . . . Robert Simpson

Beau Geste

Paramount

Produced by William A. Wellman
Directed by William A. Wellman

Principal Players

Gary Cooper	Ray Milland
Robert Preston	Brian Donlevy
Susan Hayward	J. Carrol Naish
Albert Dekker	Broderick Crawford

Production Credits

Second Unit Director . . . Richard Talmadge
Screen Play . . . . . Robert Carson
Novel by . . . . . Percival Christopher Wren
Photography . . . . . Theodor Sparkuhl
Edited by . . . . . Thomas Scott

East Side of Heaven

Universal

Directed by David Butler

Principal Players

Bing Crosby	Joan Blondell
Mischa Auer	Irene Hervey
C. Aubrey Smith	Baby Sandy

Production Credits

Screen Play . . . . . William Conselman
Story . . David Butler and Herbert Polesie
Photography . . . . . George Robinson
Film Editor . . . . . Irene Morra

Daughters Courageous

Warner Brothers

Henry Blanke, Associate Producer
Directed by Michael Curtiz

Principal Players

John Garfield	Claude Rains
Priscilla Lane	Rosemary Lane
Lola Lane	Gale Page
Jeffrey Lynn	Fay Bainter

Production Credits

Hal B. Wallis, Executive Producer
Original Screen Play . . . . . Julius J., and Philip G. Epstein
From Play by . . . . . Dorothy Bennett and Irving White
Photography . . . . . James Wong Howe
Film Editor . . . . . Ralph Dawson

On Borrowed Time

Metro-Goldwyn-Mayer

Produced by Sidney Franklin
Directed by Harold S. Bucquet

Principal Players

Lionel Barrymore	Beulah Bondi
Sir Cedric Hardwicke	Bobs Watson
Henry Travers	Una Merkel

Production Credits

Screen Play . . . . . Alice D. G. Miller, Frank O'Neil and Claudine West
Play by . . . . . Paul Osborn
Novel by . . . . . Lawrence Edward Watkin
Photography . . . . . Joseph Ruttenberg
Film Editor . . . . . George Boemler

The Old Maid

Warner Bros.

Hal B. Wallis, Executive Producer
Directed by Edmund Goulding

Principal Players

Bette Davis	Miriam Hopkins
George Brent	Jane Bryan
Donald Crisp	Louise Fazenda

Production Credits

Screen Play . . . . . Casey Robinson
Based on Play and Novel by Edith Wharton
Photography . . . . . Tony Gaudio
Film Editor . . . . . George Amy

The Oklahoma Kid

Warner Bros.

Sam Bischoff, Associate Producer
Directed by Lloyd Bacon

Principal Players

James Cagney	Humphrey Bogart
Rosemary Lane	Donald Crisp
Harvey Stephens	Hugh Sothern

Production Credits

Hal B. Wallis, Executive Producer
Screen Play . . . . . Warren Duff, Robert Buckner and Edward E. Paramore
Original Story . . . Edward E. Paramore and Wally Klein
Photography . . . . . James Wong Howe
Film Editor . . . . . Owen Marks

Honolulu

Metro-Goldwyn-Mayer

Produced by Jack Cummings
Directed by Edward Buzzell

Principal Players

Eleanor Powell	Robert Young
George Burns	Gracie Allen
Rita Johnson	Clarence Kolb
Jo Ann Sayers	Ann Morriss

Production Credits

Original Story and Screen Play . . . . . Herbert Fields and Frank Partos
Photography . . . . . Ray June
Music by . . . . . Harry Warren
Lyrics by . . . . . Gus Kahn
Film Editor . . . . . Conrad A. Nervig

Juarez

Warner Bros.

Henry Blanhe, Associate Producer
Directed by William Dieterle

Principal Players

Paul Muni	Bette Davis
Brian Aherne	Claude Rains
John Garfield	Donald Crisp
Joseph Calleia	Gale Sondergaard

Production Credits

Hal B. Wallis, Executive Producer
Screen Play . . . . . John Huston, Aenas MacKenzie and Wolfgang Reinhardt
Play by . . . . . Franz Werfel
Novel by . . . . . Bertita Harding
Photography . . . . . John Gaudio
Film Editor . . . . . Warren Low

Man About Town

Paramount

Produced by Arthur Hornblow, Jr.
Directed by Mark Sandrich

Principal Players

Jack Benny	Dorothy Lamour
Edward Arnold	Binnie Barnes
Monty Woolley	Isabel Jeans
Phil Harris	Betty Grable

Production Credits

Screen Play.....Morrie Ryskind
Story by.....Morrie Ryskind, Allan Scott and Z. Myers
Photography.....Ted Tetzlaff
Edited by.....LeRoy Stone
Songs by.....Matty Malneck, Frank Loesser and Frederick Hollander

The Roaring Twenties

Warner Bros.

Hal B. Wallis, Executive Producer
Directed by Raoul Walsh

Principal Players

James Cagney	Priscilla Lane
Humphrey Bogart	Gladys George
Jeffrey Lynn	Frank McHugh

Production Credits

Original Story.....Mark Hellinger
Screen Play.....Jerry Wald, Richard Macaulay and Robert Rossen
Photography.....Ernie Haller
Film Editor.....Jack Killifer

The Story of Vernon and Irene Castle

RKO-Radio

Produced by George Haight
Directed by H. C. Potter

Principal Players

Fred Astaire	Ginger Rogers
Edna May Oliver	Walter Brennan
Lew Fields	Etienne Girardot
Janet Beecher	Rolfe Sedan

Production Credits

Screen Play.....Richard Shirman
From Stories by.....Irene Castle
Adaptation by.....Oscar Hammerstein II and Dorothy Yost
Photography.....Robert de Grasse
Special Effects.....Vernon L. Walker
Song by.....Con Conrad, Herman Ruby and Bart Kalmar
Film Editor.....William Hamilton

Each Dawn I Die

Warner Bros.

Associate Producer, David Lewis
Directed by William Keighley

Principal Players

James Cagney	George Raft
Jane Bryan	George Bancroft
Maxie Rosenbloom	Victor Jory

Production Credits

Hal B. Wallis, Executive Producer
Screen Play.....Norman Reilly Raine and Warren Duff
Novel by.....Jerome Odlum
Photography.....Arthur Edeson
Film Editor.....Thomas Richards

Wuthering Heights

United Artists

Samuel Goldwyn Production
Directed by William Wyler

Principal Players

Merle Oberon	Laurence Olivier
David Niven	Flora Robson
Donald Crisp	Geraldine Fitzgerald

Production Credits

Screen Play.....Ben Hecht and Charles MacArthur
Novel by.....Emily Bronte
Photography.....Gregg Toland
Film Editor.....Daniel Mandell

Maisie

Metro-Goldwyn-Mayer

Produced by J. Walter Ruben
Directed by Edwin L. Marin

Principal Players

Robert Young	Ann Sothern
Ruth Hussey	Ian Hunter
Cliff Edwards	Anthony Allan

Production Credits

Screen Play.....Mary C. McCall, Jr.
Novel by.....Wilson Collison
Photography.....Leonard Smith
Film Editor.....Frederick Y. Smith

Golden Boy

Columbia

Produced by William Perlberg
Directed by Rouben Mamoulian

Principal Players

Barbara Stanwyck	Adolphe Menjou
William Holden	Lee J. Cobb
Joseph Calleia	Sam Levene

Production Credits

Screen Play..Lewis Meltzer, Daniel Taradash, Sarah Y. Mason, Victor Heerman
Play by.....Clifford Odets
Photography..Nick Musuraca, Karl Freund
Film Editor.....Otto Meyer

Sweethearts

Metro-Goldwyn-Mayer

Produced by Hunt Stromberg
Directed by W. S. Van Dyke

Principal Players

Jeanette MacDonald	Nelson Eddy
Florence Rice	Herman Bing
Ray Bolger	Mischa Auer
Reginald Gardiner	

Production Credits

Book and Lyrics.....Fred de Gresac Harry B. Smith and Robert B. Smith
Music by.....Victor Herbert
Screen Play.....Dorothy Parker and Alan Campbell
Musical Adaptation.....Herbert Strothart
Photography.....Oliver T. Marsh
Technicolor Photography.....Allen Davey
Technicolor Director.....Natalie Kalmus
Film Editor.....Robert J. Kern

Pygmalion

Metro-Goldwyn-Mayer

Produced by Gabriel Pascal
Directed by Anthony Asquith and Leslie Howard

Principal Players

Leslie Howard	Wendy Hiller
Wilfred Lawson	Marie Lohr
Scotts Sunderland	Jean Cadell
David Tree	Everley Gregg

Production Credits

Screen Play and Dialog by..Bernard Shaw
Scenario by.....W. P. Lipscombe and Cecil Lewis
Photography.....Jack Hiller
Film Editor.....David Lean

Wings of the Navy

Warner Bros.

Lou Edelman, Associate Producer
Directed by Lloyd Bacon

Principal Players

George Brent	Olivia de Havilland
John Payne	Frank McHugh
John Litel	Victor Jory
Henry O'Neill	John Ridgely

Production Credits

Original Screen Play.....Michael Fessier
Photography.....Arthur Edelman
Aerial Photography.....Elmer Dyer
Film Editor.....George Amy

The Secondary Group

The Story of Alexander Graham Bell

20th Century-Fox

A Darryl F. Zanuck Production
Directed by Irving Cummings

Principal Players

Don Ameche — Loretta Young
Henry Fonda — Charles Coburn
Gene Lockhart — Spring Byington
Sally Blane — Polly Ann Young

Production Credits

Associate Producer....Kenneth Macgowan
Screen Play.....Lamar Trotti
Original Story.....Ray Harris
Photography.....Leon Shamroy
Film Editor.....Walter Thompson
Musical Direction.....Louis Silvers

Thunder Afloat

Metro-Goldwyn-Mayer

Produced by J. Walter Ruben
Directed by George B. Seitz

Principal Players

Wallace Beery — Chester Morris
Virginia Grey — Douglas Dumbrille
Carl Esmond — Clem Bevans
John Qualen — Regis Toomey
Henry Victor

Production Credits

Screen Play.....Wells Root and Commander Harvey Haislip
Original Story....Ralph Wheelwright and Commander Harvey Haislip
Photography.....John Seitz
Film Editor.....Frank E. Hull

Disputed Passage

Paramount

Produced by Harlan Thompson
Directed by Frank Borzage

Principal Players

Dorothy Lamour — Akim Tamiroff
John Howard — Gordon Jones
Judith Barrett — William Collier, Sr.
Elisabeth Risdon — William Pawley
Billy Cook — Keye Luke

Production Credits

Screen Play.....Anthony Veiller and Sheridan Gibney
Based on novel by.....Lloyd C. Douglas
Photography.....William Mellor, A.S.C.
Film Editor.....Jimmy Smith

Honeymoon in Bali

Paramount

Produced by Jeff Lazarus
Directed by Edward H. Griffith

Principal Players

Fred MacMurray — Madeleine Carroll
Allan Jones — Akim Tamiroff
Helen Broderick — Osa Massen

Production Credits

Screen Play.....Virginia Van Upp
Stories by.....Grace Sartwell Mason and Katherine Brush
Photography.....Ted Tetzlaff
Editor.....Eda Warren

Love Affair

RKO-Radio

Produced by Leo McCarey
Directed by Leo McCarey

Principal Players

Irene Dunne — Charles Boyer
Maria Ouspenskaya
Lee Bowman — Astrid Allwyn

Production Credits

Screen Play.....Delmar Daves and Donald Ogden Stewart
Story by....Mildred Cram, Leo McCarey
Photography.....Rudolph Mate
Edited by.....Edward Dmytryk and George Hively

Dawn Patrol

Warner Bros.

Robert Lord, Associate Producer
Directed by Edmund Goulding

Principal Players

Errol Flynn — Basil Rathbone
David Niven — Donald Crisp
Melville Cooper — Barry Fitzgerald

Production Credits

Hal B. Wallis, Executive Producer
Screen Play.....Seton I. Miller and Don Totheroh
Original Story by...John Monk Saunders
Photography.....Tony Gaudio
Film Editor.....Ralph Dawson

The Little Princess

20th Century-Fox

Gene Markey, Associate Producer
Directed by Walter Lang

Principal Players

Shirley Temple — Richard Greene
Anita Louise — Ian Hunter
Cesar Romero — Arthur Treacher

Production Credits

Darryl F. Zanuck in Charge of Production
Screen Play....Ethel Hill, Walter Ferris
Novel by.....Frances Hodgson Burnett
Technicolor Photography by Arthur Miller and William Skall
Film Editor.....Louis Loeffler

Heart of the North

Warner Bros.

Bryan Foy, Associate Producer
Directed by Lewis Seiler

Principal Players

Dick Foran — Gloria Dickson
Gale Page — Allen Jenkins
Patric Knowles — Janet Chapman
James Stephenson

Production Credits

Screen Play.....Lee Katz and Vincent Sherman
Novel by.....William Bryan Mowery
Photography.....L. William O'Connell
Technicolor Photography.Wilfred M. Cline
Art Director.....Ted Smith
Film Editor.....Louis Hesse

Stand Up and Fight

Metro-Goldwyn-Mayer

Produced by Mervyn LeRoy
Directed by W. S. Van Dyke

Principal Players

Wallace Berry — Robert Taylor
Florence Rice — Helen Broderick
Charles Bickford — Barton MacLane
Charley Grapewin

Production Credits

Screen Play.....James H. Cain Jane Murfin and Harvey Fergusson
Story by.....Forbes Parkhill
Art Director.....Cedric Gibbons
Photography.....Leonard Smith
Film Editor.....Frank Sullivan

The Man in the Iron Mask

United Artists

Edward Small Production
Directed by James Whale

Principal Players

Louis Hayward — Joan Bennett
Warren William — Joseph Schildkraut
Alan Hale — Miles Mander
Bert Roach — Walter Kingsford

Production Credits

Screen Play.....George Bruce
Novel by.....Alexander Dumas
Photography.....Robert Planck
Film Editor.....Grant Whytock
Special Effects.....Howard Anderson

Four Feathers

United Artists

Alexander Korda Production
Directed by Zoltan Korda

Principal Players

Ralph Richardson	C. Aubrey Smith
John Clements	June Duprez
Jack Allen	Donald Gray
Robert Rendell	

Production Credits

Associate Producer— Irving Asher
Screen Play.....R. C. Sherriff
Story by.....A. E. W. Mason
Adaptation by.....Oliver H. P. Garrett
Filmed in Technicolor

I'm From Missouri

Paramount

Produced by Paul Jones
Directed by Theodore Reed

Principal Players

Bob Burns	Gladys George
Gene Lockhart	Judith Barrett
William Henry	Patricia Morison
E. E. Clive	Melville Cooper

Production Credits

Screen Play.....John C. Moffitt and Duke Attebury
Stories by.....Homer Croy and Julian Street
Photography.....Merritt Gerstad
Edited by.....Archie Marshek

Calling Dr. Kildare

Metro-Goldwyn-Mayer

Directed by Harold S. Bucquet

Principal Players

Lew Ayres	Lionel Barrymore
Laraine Day	Nat Pendleton
Lana Turner	Samuel S. Hinds
Lynne Carver	Emma Dunn

Production Credits

Screen Play.....Harry Ruskin and Willis Goldbeck
Original Story by.....Harry Ruskin and Willis Goldbeck
Photography.....Alfred Gilks and Lester White
Film Editor.....Robert J. Kern

Fifth Avenue Girl

RKO-Radio

Produced by Gregory La Cava
Directed by Gregory La Cava

Principal Players

Ginger Rogers	Walter Connolly
Verree Teasdale	James Ellison
Tim Holt	Kathryn Adams

Production Credits

Pandro S. Berman In Charge of Production
Screen Play.....Allan Scott
Photography.....Robert de Grasse
Film Editors.....William Hamilton and Robert Wise

Frontier Marshal

20th Century-Fox

Sol M. Wurtzel, Executive Producer
Directed by Allan Dwan

Principal Players

Randolph Scott	Nancy Kelly
Cesar Romero	Binnie Barnes
John Carradine	Edward Norris

Production Credits

Screen Play.....Sam Hellman
Book by.....Stuart N. Lake
Photography.....Charles Clarke
Film Editor.....Fred Allen

You Can't Cheat an Honest Man

Universal

Produced by Lester Cowan
Directed by George Marshall

Principal Players

W. C. Fields	Edgar Bergen
Constance Moore	John Arledge
James Bush	Thurston Hall

Production Credits

Screen Play.....George Marion, Jr., Richard Mack, Everett Freeman
Story by.....Charles Bogle
Photography.....Milton Krasner
Film Editor.....Otto Ludwig

Dust Be My Destiny

Warner Bros.

Louis F. Edelman, Associate Producer
Directed by Lewis Seiler

Principal Players

John Garfield	Priscilla Lane
Alan Hale	Frank McHugh
Billy Halop	Bobby Jordan

Production Credits

Hal B. Wallis, Executive Producer
Screen Play.....Robert Rossen
Novel by.....Jerome Odlum
Photography.....James Wong Howe
Film Editor.....Warren Low

Yes, My Darling Daughter

Warner Bros.

Benjamin Glazer, Associate Producer
Directed by William Keighley

Principal Players

Priscilla Lane	Jeffrey Lynn
Roland Young	Fay Bainter
May Robson	Genevieve Tobin
Ian Hunter	Robert Homans

Production Credits

Hal B. Wallis, Executive Producer
Screen Play.....Casey Robinson
Play by.....Mark Reed
Photography.....Charles Rosher
Film Editor.....Ralph Dawson

The Under-Pup

Universal

Produced by Joseph Pasternak
Directed by Richard Wallace

Principal Players

Robert Cummings	Nan Grey
Gloria Jean	Beulah Bondi
Virginia Weidler	Margaret Lindsay
C. Aubrey Smith	Billy Gilbert

Production Credits

Original Story.....I. A. R. Wylie
Screen Play.....Grover Jones
Photography.....Hal Mohr
Musical Director.....Charles Previn

The Cowboy and the Lady

United Artists

Samuel Goldwyn Production
Directed by Henry C. Potter

Principal Players

Gary Cooper	Merle Oberon
Patsy Kelly	Walter Brennan
Fuzzy Knight	Mabel Todd
Henry Kolker	Harry Davenport

Production Credits

Screen Play.....S. N. Behrman and Sonya Levien
Original Story.....Leo McCarey and Frank R. Adams
Photography.....Gregg Toland
Film Editor.....Sherman Todd

The Secondary Group

The Great Waltz

Metro-Goldwyn-Mayer

Directed by Julien Duvivier

Principal Players

Luise Rainer	Fernand Gravet
Miliza Korjus	Hugh Herbert
Lionel Atwill	Curt Bois
Leonid Kinsky	Al Shean

Production Credits

Screen Play.....Samuel Hoffenstein and Walter Reisch
Original Story.....Gottfried Reinhardt
Johann Strauss Music Adapted by.....Dmitri Tiomkin
Lyrics.....Oscar Hammerstein II
Photography.....Joseph Ruttenberg
Film Editor.....Tom Held

Confessions of a Nazi Spy

Warner Bros.

Robert Lord, Associate Producer
Directed by Anatole Litvak

Principal Players

Edward G. Robinson
Francis Lederer

George Sanders	Paul Lukas
Henry O'Neill	Dorothy Tree
Lya Lys	Grace Stafford

Production Credits

Hal B. Wallis, Executive Producer
Narration by.....John Deering
Screen Play.....Milton Krims and John Wexley
Based on Articles by.....Leon G. Turrou
Photography.....Sol Polito
Film Editor.....Owen Marks

Angels Wash Their Faces

Warner Bros.

Hal B. Wallis, Executive Producer
Directed by Ray Enright

Principal Players

Ann Sheridan	Billy Halop
Bernard Punsley	Leo Gorcey
Huntz Hall	Gabriel Dell
Bobby Jordan	Ronald Reagan

Bonita Granville

Production Credits

Screen Play.....Michael Fessier, Niven Busch and Robert Buckner
Photography.....Arthur L. Todd
Film Editor.....James Gibbon

The Real Glory

United Artists

Samuel Goldwyn Production
Directed by Henry Hathaway

Principal Players

Gary Cooper	Andrea Leeds
David Niven	Reginald Owen
Broderick Crawford	Kay Johnson
Russell Hicks	Vladimir Sokoloff

Production Credits

Screen Play.....Jo Swerling and Robert R. Presnell
From Novel by.....Charles L. Clifford
Photography.....Rudolph Mate
Film Editor.....Daniel Mandell
Associate Director.....Richard Talmadge

When Tomorrow Comes

Universal

Produced by John M. Stahl
Directed by John M. Stahl

Principal Players

Irene Dunne	Charles Boyer
Barbara O'Neil	Onslow Stevens
Nydia Westman	Nella Walker
Fritz Feld	Greta Meyer

Production Credits

Screen Play.....Dwight Taylor
Story by.....James M. Cain
Photography.....John J. Mescall
Film Editor.....Milton Carruth

Our Leading Citizen

Paramount

Produced by George Arthur
Directed by Alfred Santell

Principal Players

Bob Burns	Susan Hayward
Chas. Bickford	Elizabeth Patterson
Clarence Kolb	Paul Guilfoyle
Fay Helm	Kathleen Lockhart

Production Credits

Screen Play.....John C. Moffit
Story by.....Irvin S. Cobb
Photography.....Victor Milner
Film Editor.....Hugh Bennett

Marx Bros. "At the Circus"

Metro-Goldwyn-Mayer

Produced by Mervyn LeRoy
Directed by Edward Buzzell

Principal Players

Groucho Marx	Chico Marx
Harpo Marx	Kenny Baker
Florence Rice	Eve Arden
Margaret Dumont	Nat Pendleton

Production Credits

Screen Play.....Irving Brecher
Music.....Harold Arlen
Photography.....Leonard M. Smith
Film Editor.....William H. Terhune

Paris Honeymoon

Paramount

Produced by Harlan Thompson
Directed by Frank Tuttle

Principal Players

Bing Crosby	Franciska Gaal
Akim Tamiroff	Shirley Ross
Edward Everett Horton	Ben Blue
Rafaela Ottiano	Gregory Gaye

Production Credits

Screen Play.....Frank Butler and Don Hartman
Story by.....Angela Sherwood
Songs by.....Ralph Rainger and Leo Robin
Musical Direction.....Boris Morros
Photography.....Karl Struss
Film Editor.....Archie Marshek

Submarine Patrol

20th Century-Fox

Darryl F. Zanuck Production
Directed by John Ford

Principal Players

Richard Greene	Nancy Kelly
Preston Foster	George Bancroft
Slim Summerville	John Carradine
Joan Valerie	Henry Armetta

Production Credits

Associate Producer, Gene Markey
Screen Play.....Rian James, Darrell Ware, Jack Yellen
Book by.....Ray Milholland
Photography.....Arthur Miller
Film Editor.....Robert Simpson

The Ice Follies of 1939

Metro-Goldwyn-Mayer

Produced by Harry Rapf
Directed by Reinhold Schunzel

Principal Players

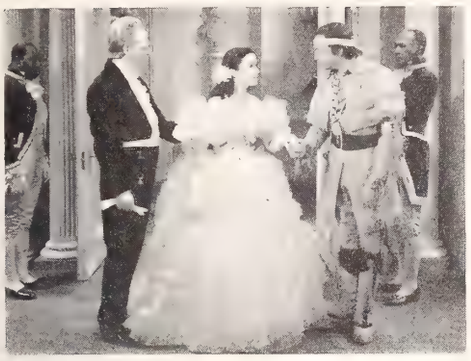
Joan Crawford	James Stewart
Lew Ayres	Lewis Stone
Bess Ehrhardt	Lionel Stander

Production Credits

Screen Play.....Leonard Praskins, Florence Ryerson, Edgar Allan Woolf
From Story by.....Leonard Praskins
Photography.....Joseph Ruttenberg
Film Editor.....W. Donn Hayes
Musical Score.....Roger Edens
Musical Directors.....Franz Waxman and Georgie Stoll



Distributed by RKO Radio Pictures, Inc.



Man of Conquest

Republic

Sol C. Siegel, Associate Producer
Directed by George Nicholls, Jr.

Principal Players

Richard Dix	Gail Patrick
Edward Ellis	Joan Fontaine
Ralph Morgan	Robert Barrat
Victor Jory	Robert Armstrong

Production Credits

Screen Play Wells Root, E. E. Paramore, Jr. and Jan Fortune
Story . . . . Harold Shumate and Wells Root
Photography . . . . . Joseph H. August
Special Effects . . . . . Howard Lydecker
Art Director . . . . . John Victor Mackay
Supervising Editor . . . . . Murray Seldeen
Film Editor . . . . . Edward Mann

Streets of New York

Monogram

William T. Lackey, Associate Producer
Directed by William Nigh

Principal Players

Jackie Cooper	Martin Spellman
Sidney Miller	Buddy Pepper
Bobby Stone	David Durand
William Tucker	Robert Tucker

Production Credits

Scott R. Dunlap In Charge of Production
Screen Play and Original Story . . . . Robert D. Andrews
Photography . . . . . Harry Neumann
Film Editor . . . . . Russell Schoengarth

Mutiny in the Big House

Monogram

Grant Withers, Associate Producer

Directed by William Nigh

Principal Players

Charles Bickford	Barton MacLane
Pat Moriarity	Dennis Moore
William Royle	George Cleveland
Charlie Foy	Russell Hopton

Production Credits

Screen Play . . . . . Robert D. Andrews
Original Story . . . . . Martin Mooney
Photography . . . . . Harry Neumann
Film Editor . . . . . Russell Schoengarth

The Girl From Rio

Monogram

Produced by E. B. Derr
Directed by Lambert Hillyer

Principal Players

Movita Warren Hull Alan Baldwin
Kay Linaker Clay Clement
Adele Pearce Soledad Jiminez
Lee Phelps

Production Credits

Associate Producer, Jerrold Brandt
Original Screen Play . . . Milton Raison and John T. Neville
Photography . . . . . Paul Ivano
Film Editor . . . . . Robert Golden
Songs by . . . . . Emile de Recat, Johnny Lange, Lew Porter Burton Lane and Harry Tobias

Wolf Call

Monogram

Produced by Paul Malvern
Directed by George Waggner

Principal Players

John Carroll	Movita
Peter George Lynn	Guy Usher
Holmes Herbert	Polly Ann Young
George Cleveland	John Kelly

Production Credits

Scott R. Dunlap In Charge of Production
Screen Play . . . . . Joseph West
Novel by . . . . . Jack London
Photography . . . . . Fred Jackman, Jr.
Songs by . . . . . Fleming Allen
Film Editor . . . . . Carl Pierson

Pride of the Navy

Republic

Herman Schlom, Associate Producer
Directed by Charles Lamont

Principal Players

James Dunn	Rochelle Hudson
Gordon Oliver	Horace MacMahon
Gordon Jones	Charlotte Wynters
Joseph Crehan	Charles Trowbridge

Production Credits

Screen Play . . . . . Ben Markson and Saul Elkins
Story Idea . . . . . James Webb and Joseph Hoffman
Photography . . . . . Jack Marta
Supervising Editor . . . . . Murray Seldeen

She Married a Cop

Republic

Sol C. Siegel, Associate Producer
Directed by Sidney Salkow

Principal Players

Phil Regan	Jean Parker
Jerome Cowan	Dorothea Kent
Benny Baker	Barnett Parker
Horace MacMahon	Oscar O'Shea

Production Credits

Original Screen Play . . . . . Olive Cooper
Photography . . . . . Ernest Miller
Film Editor . . . . . Ernest Nims
Songs by . . . . . Ralph Freed & Burton Lane

Woman Doctor

Republic

Sol C. Siegel, Associate Producer
Directed by Sidney Salkow

Principal Players

Frieda Inescort	Henry Wilcoxon
Claire Dodd	Sybil Jason
Cora Witherspoon	Frank Reicher
Gus Glassmire	Dickie Jones

Production Credits

Screen Play . . . . . Joseph Moncure March
Original Story . . . . . Alice Altschuler and Miriam Geiger
Photography . . . . . Ernest Miller
Film Editor . . . . . Ernie Nims

Storm Over Bengal

Republic

Armand Schaefer, Associate Producer
Directed by Sidney Salkow

Principal Players

Patric Knowles	Richard Cromwell
Rochelle Hudson	Douglas Dumbrille
Colin Tapley	Gilbert Emery
Douglas Walton	Halliwell Hobbes

Production Credits

Original Screen Play . . . . . Dudley Waters
Production Manager . . . . . Al Wilson
Photography . . . . . Ernest Miller
Special Effects . . . . . Howard Lydecker
Supervising Editor . . . . . Murray Seldeen

SOS Tidal Wave

Republic

Armand Schaefer, Associate Producer
Directed by John Auer

Principal Players

Ralph Byrd	George Barbier
Kay Sutton	Frank Jenks
Marc Lawrence	Dorothy Lee
Oscar O'Shea	Mickey Kuhn

Production Credits

Screen Play . . . . . Maxwell Shane and Gordon Kahn
Original Story . . . . . James Webb
Photography . . . . . Jack Marta
Film Editor . . . . . Ernest Nims

The Leading Twenty-Five

METRO-GOLDWYN-MAYER (8)

In 1938 Leaders—7

Andy Hardy Gets Spring Fever
Babes In Arms — Wizard of Oz
Goodbye Mr. Chips — Tarzan Finds a Son
Out West With the Hardys
The Hardys Ride High
Adventures of Huckleberry Finn

20th CENTURY-FOX (7)

In 1938 Leaders—5

Jesse James — Kentucky
Stanley and Livingstone — The Rains Came
Hollywood Cavalcade — Young Mr. Lincoln
Rose of Washington Square

WARNER BROTHERS (3)

In 1938 Leaders—2

Dodge City — Dark Victory
Angels With Dirty Faces

COLUMBIA (2)

In 1938 Leaders—1

Mr. Smith Goes to Washington
Only Angels Have Wings

RKO-RADIO (2)

In 1938 Leaders—1

Bachelor Mother — Gunga Din

PARAMOUNT (1)

In 1938 Leaders—4

Union Pacific

UNITED ARTISTS (1)

In 1938 Leaders—2

Stage Coach

UNIVERSAL (1)

In 1938 Leaders—3

Three Smart Girls Grow Up

Independent Group (Best 10)

REPUBLIC (6)

In 1938 Leaders—7

Man of Conquest — Pride of the Navy
She Married a Cop — Woman Doctor
Storm Over Bengal — SOS Tidal Wave

MONOGRAM (4)

In 1938 Leaders—3

Mutiny in the Big House
Streets of New York
Girl From Rio — Wolf Call

The Secondary Group

WARNER BROTHERS (13)

In 1938 Leaders—9

Daughters Courageous — The Old Maid
Oklahoma Kid — Angels Wash Their Faces
The Roaring Twenties — Each Dawn I Die
Wings of the Navy — Dawn Patrol
Heart of the North — Dust Be My Destiny
Yes, My Darling Daughter — Juarez
Confessions of a Nazi Spy

METRO-GOLDWYN-MAYER (12)

In 1938 Leaders—12

The Women — On Borrowed Time
Honolulu — Maisie
Pygmalion — Thunder Afloat
Stand Up and Fight — Calling Dr. Kildare
Sweethearts — The Great Waltz
Marx Bros. "At the Circus"
Ice Follies of 1939

PARAMOUNT (7)

In 1938 Leaders—8

Beau Geste — Man About Town
Disputed Passage — Honeymoon in Bali
I'm From Missouri — Our Leading Citizen
Paris Honeymoon

20th CENTURY-FOX (5)

In 1938 Leaders—7

Second Fiddle — The Little Princess
Story of Alexander Graham Bell
Frontier Marshal — Submarine Patrol

UNITED ARTISTS (5)

In 1938 Leaders—4

Wuthering Heights — Man in the Iron Mask
Four Feathers — The Real Glory
Cowboy and the Lady

UNIVERSAL (4)

In 1938 Leaders—3

East Side of Heaven — The Under-Pup
When Tomorrow Comes
You Can't Cheat an Honest Man

RKO-RADIO (3)

In 1938 Leaders—5

Story of Vernon and Irene Castle
Love Affair — Fifth Avenue Girl

COLUMBIA (1)

In 1938 Leaders—2

Golden Boy

THE following gallery of stars who won glory during the past season needs no introduction. For those who occupy the places of honor therein are the screen players who rank as the outstanding money-making "names" of 1939.

Only to be emphasized is the basis upon which these bright luminaries were elected to their positions of eminence in the rating of box office factors with which this publication is chiefly concerned.

Hollywood and the industry as a whole rightly value its stars as vital elements to the welfare of motion pictures as an art and a public attraction. The public's reaction to the stars and those players who may become stars presently or in the near future is therefore a matter of tremendous interest to producers. In consequence, fan mail, newspaper publicity, demonstrations of the more avid of the picture fans at such times and places as the star makes a personal appearance, are all matters of importance to Hollywood. But in the midst of all the fuss and feathers of glamor in its intriguing manifestations, the producer cannot overlook the one sure and unchallengeable proof of a star's actual standing with the public. This, of course, is the star's performance at the box office.

This method of facing facts is what is accomplished in the Leaders poll which resulted in the following rankings of the stars of the past season. America's showmen were asked to name in the order of their importance, the five female and five male money-making stars. The results speak for themselves. Even those who are not too familiar with the performances of the various stars for the past season will immediately recognize the fact that the theatremen consulted not their own opinion and perhaps personal partisanship but the records of the box office itself.

So we pay tribute to those who—through no decision of ours, but who because the theatremen say the records at their box offices so declare them—are the stars whose personalities and acting abilities stood up to the supreme test.

1



Mickey Rooney

2



Tyrone Power

3



Alice Faye

4



Myrna Loy

5



Bette Davis

6



Spencer Tracy

7



Shirley Temple

8



Clark Gable

9



Sonja Henie

10



James Cagney



Gene Autry



William Boyd

Showmen Select Last Season's Outstanding Box Office Stars

THE LEADING STARS

		Points
First:	Mickey Rooney	2205
Second:	Tyrone Power	1555
Third:	Alice Faye	1504
Fourth:	Myrna Loy	1347
Fifth:	Bette Davis	1202
Sixth	Spencer Tracy	982
Seventh:	Shirley Temple	840
Eighth:	Clark Gable	763
Ninth:	Sonja Henie	633
Tenth:	James Cagney	588

THE SECONDARY GROUP

		Points
First:	Ginger Rogers	559
Second:	Errol Flynn	513
Third:	Deanna Durbin	510
Fourth:	Jeanette MacDonald	476
Fifth:	Jane Withers	465
Sixth	Judy Garland	409
Seventh:	Robert Taylor	368
Eighth:	Henry Fonda	335
Ninth:	Wallace Beery	323
Tenth:	Gary Cooper	293

THROUGH no fault of its own, Hollywood often overlooks one of the most important factors connected with the whole exciting business of screen stardom. This is the fact that a lot of theatremen operating showhouses in big towns and small all over this country can, by collective decision, tell to a scientific nicety exactly who really rates as a public attraction and who does not. Also, in precisely what degree of relative importance one star ranks with another, is a matter which can be decided better by these theatremen than by any other group in or out of the industry.

Hence, the news printed on this page, giving in terms of relative importance, the standing of screen stars as measured in the exacting terms of box office draw, is something which Hollywood well might find more interesting and important than much of the comment and estimation over which great concern is expressed throughout studio circles.

What the Poll Reveals

The exhibitors' poll on the stars with the greatest drawing power at the box office reveals a number of interesting things. First of all, last year's Leaders' poll was the only one to show Mickey Rooney as the top box office star. This year, not only does he rank first in the STR poll again but all other polls rank him similarly. Furthermore, the fact that Rooney and Tyrone Power hold the first two places indicates the more pictures a star makes, the more popular he becomes. For each of these stars appeared in a number of pictures in the period from Nov. 1, 1938 to Oct. 31, 1939. Rooney, in fact, was in five.

The stars are grouped together regardless of sex and the interesting thing to note from this is that an equal number of men and women are in both the Leaders' group and the Secondary group.

Alice Faye, who ranks third this year is ahead of Bette Davis but the latter has gained considerably as a result of her work in some of the later pictures of the year. Shirley Temple, until this year the very tops among the box office stars has slipped to seventh place. Clark Gable appears in the poll despite the fact that he appeared in only one picture and that one didn't rate in the first 75. But the Gable name is still a draw at the box office, it seems.

In past years, Ginger Rogers has been linked with Fred Astaire but now, standing on her own she ranks as first in the secondary group and just a shade behind James Cagney who stands tenth in the first group. Astaire, having made but one picture does not figure among the leading stars this year at all.

HONORABLE MENTION

These stars and featured players received more than 120 points.

Claudette Colbert	Gary Grant
Bing Crosby	Carole Lombard
Loretta Young	John Garfield
Jean Arthur	Barbara Stanwyck
James Stewart	Ann Sheridan
Norma Shearer	Nancy Kelly
Priscilla Lane	Richard Greene
Irene Dunne	Lew Ayres
Dorothy Lamour	Hedy Lamarr
Don Ameche	Paul Muni
Lionel Barrymore	Olivia de Havilland
Bob Burns	Joan Bennett
Joan Crawford	Edward G. Robinson
Dead End Kids	George Brent
Ann Sothern	Jackie Cooper

THE LEADING WESTERN STARS

First: Gene Autry
Second: Bill Boyd
Third: Roy Rogers
Fourth: Three Mesquiteers
Fifth: George O'Brien
Sixth: Charles Starrett
Seventh: Tex Ritter
Eighth: Bill Elliott
Ninth: Buck Jones
Tenth: Bob Steele

In the Secondary Group, although the men and women are equally divided, the first six in this group are on the distaff side. The grouping, according to points is much closer in this division than among the Leaders, where Mickey Rooney has a commanding lead. Note that among the secondary group, Deanna Durbin trailed Errol Flynn by only three points, which one ballot could easily have upset.

The oldest star among either of the two groups in point of service is Wallace Beery, who has practically grown up with the industry. Most of the others cannot count more than ten years in pictures and Sonja Henie is the newest star in point of service.

Among those who received honorable mention is James Stewart whose popularity has leaped following "Mr. Smith Goes to Washington" and "Destry Rides Again," which was released too late to be included in this year's poll.

Pictures Make the Stars

The progress that many of these stars have made brings new confirmation to an old and honored Hollywood saying: "a star is as good as his last two pictures." That puts the matter quite drastically. Nevertheless, there is but one conclusion to be drawn from the annual polls conducted by SHOWMEN'S TRADE REVIEW and LEADERS OF THE MOTION PICTURE INDUSTRY. This is the plain fact that it takes fine players to make fine pictures, but no player ever climbed to the heights of stardom and stayed there very long, without the sustaining, if not the dynamic force of outstanding vehicles capable of impressing the public and bringing the star into the limelight for public adulation.

Be all that as it may. The fact remains that it takes an extraordinary gift and a level head for those who seek careers in films to reach and sustain a position so trying of capabilities and personal magnetism as is demanded of a person, male or female, who attains to the eminent place of stardom in pictures.

Four unusual pictures will make their bows within the next month or two. They are: "Gone With the Wind," "The Blue Bird," "Gulliver's Travels" and "Pinocchio." These, in addition to many other strong pictures, are due for early release. But the four stand out by reason of their tremendous possibilities and the advance build-up they have been getting both through trade channels and public contacts as well.

"Chick" Lewis
in Showmen's Trade Review
December 2, 1939

THE FOUR PICTURES NAMED ARE IN TECHNICOLOR

Technicolor Motion Picture Corporation

HERBERT T. KALMUS, President



BRIAN AHERNE
Juarez (W.B.)

DON AMECHE
The Story of Alexander Graham Bell (20th-Fox)
Hollywood Cavalcade (20th-Fox)

EDWARD ARNOLD
Man About Town (Para.)

JEAN ARTHUR
Only Angels Have Wings (Col.)
Mr. Smith Goes to Washington (Col.)

FRED ASTAIRE
Story Of Vernon And Irene Castle (RKO)

MISCHA AUER
Sweethearts (M-G-M)
East Side of Heaven (Univ.)

LEW AYRES
Broadway Serenade (M-G-M)
Ice Follies Of 1939 (M-G-M)
Calling Dr. Kildare (M-G-M)

LIONEL BARRYMORE
Calling Dr. Kildare (M-G-M)
On Borrowed Time (M-G-M)

WALLACE BEERY
Stand Up And Fight (M-G-M)
Thunder Afloat (M-G-M)

JOAN BENNETT
Man In The Iron Mask (U.A.)

JACK BENNY
Man About Town (Para.)

EDGAR BERGEN
You Can't Cheat an Honest Man (Univ.)

CHARLES BICKFORD
Stand Up and Fight (M-G-M)
Mutiny in the Big House (Mono.)

JOAN BLONDELL
East Side Of Heaven (Univ.)

HUMPHREY BOGART
Angels with Dirty Faces (W.B.)
The Oklahoma Kid (W.B.)
Dark Victory (W.B.)

RAY BOLGER
Sweethearts (M-G-M)
The Wizard of Oz (M-G-M)

ENTIRELY aside from the Popularity Poll of the stars is this breakdown of the "names" who appeared in the Leading pictures of the past year. Do not confuse the two groups. One represents the exhibitor opinion as to which stars he considers his best boxoffice draw. The other, this list, pays no attention to popularity but comprises the names of all stars who appeared in the various groups of money making pictures. For quick reference you will find it invaluable. If you want to know what stars played in what profitable pictures, find the star's name and under it the titles of Leaders in which they played.

CHARLES BOYER
Love Affair (RKO)
When Tomorrow Comes (Univ.)

WALTER BRENNAN
Kentucky (20th-Fox)
Story of Vernon and Irene Castle (RKO)
Stanley and Livingstone (20th-Fox)

GEORGE BRENT
Wings Of The Navy (W.B.)
The Rains Came (20th-Fox)
Dark Victory (W.B.)
The Old Maid (W.B.)

JANE BRYAN
Each Dawn I Die (W.B.)
The Old Maid (W.B.)

BOB BURNS
I'm From Missouri (Para.)
Our Leading Citizen (Para.)

GEORGE BURNS AND GRACIE ALLEN
Honolulu (M-G-M.)

JAMES CAGNEY
Angels With Dirty Faces (W.B.)
Oklahoma Kid (W.B.)
Each Dawn I Die (W.B.)
The Roaring Twenties (W.B.)

JOHN CARROLL
Wolf Call (Mono.)

MADELEINE CARROLL
Honeymoon In Bali (Para.)

WALTER CONNOLLY
The Adventures of Huckleberry Finn (M-G-M)
Fifth Avenue Girl (RKO)

GARY COOPER
Beau Geste (Para.)
The Cowboy And The Lady (U.A.)
The Real Glory (U.A.)

JACKIE COOPER
Gangster's Boy (Mono.)
Streets Of New York (Mono.)

JOAN CRAWFORD
Ice Follies Of 1939 (M-G-M)
The Women (M-G-M)

BING CROSBY
Paris Honeymoon (Para.)
East Side Of Heaven (Univ.)

BETTE DAVIS
Dark Victory (W.B.)
Juarez (W.B.)
The Old Maid (W.B.)

JAMES DUNN
Pride of the Navy (Repub.)

EDWARD ELLIS
Man of Conquest (Repub.)

ROBERT CUMMINGS
Three Smart Girls Grow Up (Univ.)
The Under-Pup (Univ.)

OLIVIA DE HAVILLAND
Dodge City (W.B.)
Wings Of The Navy (W.B.)

RICHARD DIX
Man of Conquest (Repub.)

ROBERT DONAT
Goodbye, Mr. Chips (M-G-M)

IRENE DUNNE
Love Affair (RKO)
When Tomorrow Comes (Univ.)

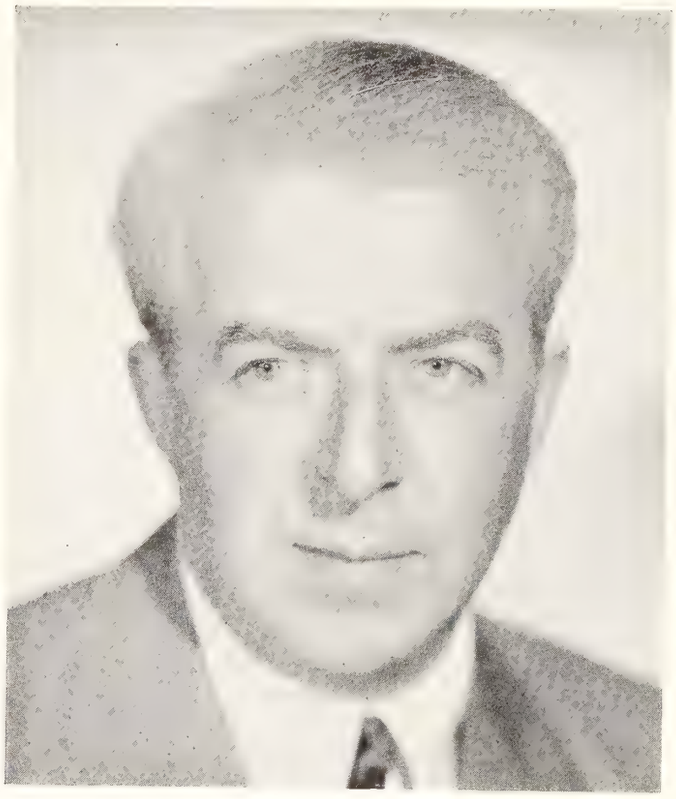
DEANNA DURBIN
Three Smart Girls Grow Up (Univ.)

DEAD END KIDS
Angels With Dirty Faces (W.B.)
Angels Wash Their Faces (W.B)

NELSON EDDY
Sweethearts (M-G-M)

ALICE FAYE
Rose Of Washington Sq. (20th-Fox)
Hollywood Cavalcade (20th-Fox)

(Continued on page 53)



HARRY SHERMAN PRODUCTIONS

FOR THE COMING SEASON

6—"HOPALONG CASSIDYS"

THE RIDERS OF THE PANAMINT

THE BUCKAROO

THE CHISHOLM TRAIL

MEN OF THE PLAINS

THREE MEN FROM TEXAS

BORDER VIGILANTES

2—ZANE GREY'S

THE THUNDERING HERD

CODE OF THE WEST

AND A

SPECIAL FEATURE

"THE ROUND-UP"

Paramount Pictures

"The Ultimate in Outdoor Entertainment"

Leading Players

Continued from page 41

DOUGLAS FAIRBANKS, JR.
Gunga Din (RKO)

W. C. FIELDS
You Can't Cheat an Honest Man (Univ.)

GERALDINE FITZGERALD
Wuthering Heights (U.A.)
Dark Victory (W.B.)

ERROL FLYNN
Dawn Patrol (W.B.)
Dodge City (W.B.)

HENRY FONDA
Young Mr. Lincoln (20th-Fox)
Jesse James (20th-Fox)
Story Of Alexander Graham Bell (20th-Fox)

DICK FORAN
Heart of the North (W.B.)
Daughters Courageous (W.B.)

JOAN FONTAINE
Man of Conquest (Repub.)
The Women (M-G-M)

JOHN GARFIELD
Dust Be My Destiny (W.B.)
Daughters Courageous (W.B.)
Juarez (W.B.)

JUDY GARLAND
The Wizard Of Oz (M-G-M)
Babes In Arms (M-G-M)

GREER GARSON
Goodbye, Mr. Chips (M-G-M)

PAULETTE GODDARD
The Women (M-G-M)

CARY GRANT
Only Angels Have Wings (Col.)
Gunga Din (RKO)

RICHARD GREENE
Kentucky (20th-Fox)
Submarine Patrol (20th-Fox)
Stanley And Livingstone (20th-Fox)
Little Princess (20th-Fox)

NAN GREY
Three Smart Girls Grow Up (Univ.)
The Under-Pup (Univ.)

VIRGINIA GREY
The Hardys Ride High (M-G-M)
Thunder Afloat (M-G-M)

SARA HADEN
Out West With the Hardys (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)
The Hardys Ride High (M-G-M)

LOUIS HAYWARD
The Man in the Iron Mask (U.A.)

JACK HALEY
The Wizard of Oz (M-G-M)

SIR CEDRIC HARDWICKE
On Borrowed Time (M-G-M)
Stanley and Livingstone (20th-Fox)

SONJA HENIE
Second Fiddle (20th-Fox)

HUGH HERBERT
The Great Waltz (M-G-M)

WENDY HILLER
Pygmalion (M-G-M)

WILLIAM HOLDEN ..
Golden Boy (Col.)

TIM HOLT
Stagecoach (U.A.)
Fifth Avenue Girl (RKO)

LESLIE HOWARD
Pygmalion (M-G-M)

FRIEDA INESCORT
Tarzan Finds a Son (M-G-M)
Woman Doctor (Repub.)

GLORIA JEAN
The Under-Pup (Univ.)

AL JOLSON
Rose of Washington Sq. (20th-Fox)

NANCY KELLY
Submarine Patrol (20th-Fox)
Jesse James (20th-Fox)
Stanley And Livingstone (20th-Fox)
Frontier Marshal (20th-Fox)

DOROTHY LAMOUR
Man About Town (Para.)
Disputed Passage (Para.)

PRISCILLA LANE
Yes, My Darling Daughter (W.B.)
Daughters Courageous (W.B.)
The Roaring Twenties (W.B.)

ROSEMARY LANE
Oklahoma Kid (W.B.)
Daughters Courageous (W.B.)

ANDREA LEEDS
The Real Glory (U.A.)

MYRNA LOY
The Rains Came (20th-Fox)

JEFFREY LYNN
Yes, My Darling Daughter (W.B.)
Daughters Courageous (W.B.)

JOEL McCREA
Union Pacific (Para.)

BARTON MacLANE
Stand Up and Fight (M-G-M)
Mutiny in the Big House (Mono.)

MARX BROS.
A Day At The Circus (M-G-M)

FRANK McHUGH
Wings of the Navy (W.B.)
Daughters Courageous (W.B.)
Dust Be My Destiny (W.B.)

VICTOR McLAGLEN
Gunga Din (RKO)

ADOLPHE MENJOU
Golden Boy (Col.)

UNA MERKEL
On Borrowed Time (M-G-M)

RAY MILLAND
Beau Geste (Para.)

THOMAS MITCHELL
Stagecoach (U.A.)
Only Angels Have Wings (Col.)

FRANK MORGAN
Sweethearts (M-G-M)
The Wizard of Oz (M-G-M)

CHESTER MORRIS
Thunder Afloat (M-G-M)

WAYNE MORRIS
Heart Of The North (W.B.)

MOVITA
Wolf Call (Mono.)
The Girl from Rio

PAUL MUNI
Juarez (W.B.)

JEANETTE MACDONALD
Sweethearts (M-G-M)

FRED MACMURRAY
Honeymoon In Bali (Para.)

DAVID NIVEN
Dawn Patrol (W.B.)
Wuthering Heights (U.A.)
The Real Glory (U.A.)
Bachelor Mother (RKO)

MERLE OBERON
Cowboy And The Lady (U.A.)
Wuthering Heights (U.A.)

LAURENCE OLIVIER
Wuthering Heights (U.A.)

MAUREEN O'SULLIVAN
Tarzan Finds a Son (M-G-M)

GALE PAGE
Heart of the North (W.B.)
Daughters Courageous (W.B.)

CECILIA PARKER
Out West with the Hardys (M-G-M)
Sweethearts (M-G-M)
The Hardys Ride High (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)

Continued on page 58

And Now, For a
Bigger and *Better*
NEW YEAR

EDWARD SMALL

Presents

MADELEINE CARROLL AND BRIAN AHERNE

in

"MY SON, MY SON!"

Howard Spring's Best Selling Novel

with

LOUIS HAYWARD

Henry Hull

Josephine Hutchinson

Directed by Charles Vidor

Screenplay by Lenore Coffee

Released thru United Artists



GEORGE ARTHUR
Our Leading Citizen (Para.)

HENRY BLANKE
*Juarez (W.B.)
*Daughters Courageous (W.B.)
*The Old Maid (W.B.)

SAM BISCHOFF
*Angels With Dirty Faces (W.B.)
*The Oklahoma Kid (W.B.)

HARRY JOE BROWN
†The Rains Came (20th-Fox)
†Hollywood Cavalcade (20th-Fox)

FRANK CAPRA
Mr. Smith Goes to Washington (Col.)

LESTER COWAN
You Can't Cheat An Honest Man (Univ.)

JACK CUMMINGS
Honolulu (M-G-M)

CECIL B. DeMILLE
Union Pacific (Para.)

E. B. DERR
The Girl From Rio (Mono.)

B. G. DeSYLVA
Bachelor Mother (RKO)

LOUIS EDELMAN
*Wings Of The Navy (W.B.)
*Dust Be My Destiny (W.B.)

JOHN FORD
Stagecoach (U.A.)

BRYAN FOY
Heart Of The North (W.B.)

SIDNEY FRANKLIN
On Borrowed Time (M-G-M)

ARTHUR FREED
Babes In Arms (M-G-M)

BENJAMIN GLAZER
*Yes, My Darling Daughter (W.B.)

SAMUEL GOLDWYN
Cowboy And The Lady (U.A.)
Wuthering Heights (U.A.)
The Real Glory (U.A.)

GEORGE HAIGHT
Story Of Vernon and Irene Castle (RKO)

EACH year it becomes increasingly important that you know quickly and accurately the pictures made by the various producers or associate producers as they are called in some studios. The reason why this is important is simple. When a group of pictures are offered you are told they will be made by certain producers. When this happens, take the producers, one at a time, and find what money-making pictures they produced during the past year. In this way you will know whether they are real money-producers or just "also-rans." The box office always tells the true story. The hell with "art." Exhibitors want pictures that will make money for them. On this page you will find listed every producer responsible for the money making pictures released last season.

HOWARD HAWKS
Only Angels Have Wings (Col.)

ARTHUR HORNBLOW, JR.
Man About Town (Para.)

NUNNALLY JOHNSON
†Jesse James (20th-Fox)
†Rose Of Washington Sq. (20th-Fox)

WILLIAM T. LACKEY
Streets Of New York (Mono.)

GREGORY LA CAVA
Fifth Avenue Girl (RKO)

MERVYN LEROY
Stand Up And Fight (M-G-M)
Wizard Of Oz (M-G-M)
Marx Bros. At The Circus (M-G-M)

DAVID LEWIS
*Dark Victory (W.B.)
*Each Dawn I Die (W.B.)

ROBERT LORD
*The Dawn Patrol (W.B.)
*Dodge City (W.B.)
*Confessions Of A Nazi Spy (W.B.)

KENNETH MACGOWAN
†Story Of Alexander Graham Bell (20th-Fox)
†Young Mr. Lincoln (20th-Fox)
†Stanley and Livingstone (20th-Fox)

PAUL MALVERN
Wolf Call (Mono.)

JOSEPH L. MANKIEWICZ
Adventures Of Huckleberry Finn (M-G-M)

** Hal Wallis, Executive Producer*
† Darryl F. Zanuck, Executive Producer

GENE MARKEY
†Submarine Patrol (20th-Fox)
†Kentucky (20th-Fox)
†The Little Princess (20th-Fox)
†Second Fiddle (20th-Fox)

GABRIEL PASCAL
Pygmalion (M-G-M)

JOSEPH PASTERNAK
Three Smart Girls Grow Up (Univ.)
The Under-Pup (Univ.)

WILLIAM PERLBERG
Golden Boy (Col.)

HARRY RAPF
Ice Follies Of 1939 (M-G-M)

J. WALTER RUBEN
Thunder Afloat (M-G-M)

ARMAND SCHAEFER
S. O. S. Tidal Wave (Repub.)
Storm Over Bengal (Repub.)

HERMAN SCHLOM
Pride Of The Navy (Repub.)

SOL C. SIEGEL
Man Of Conquest (Repub.)
She Married A Cop (Repub.)
Woman Doctor (Repub.)

EDWARD SMALL
Man In The Iron Mask (U.A.)

JOHN M. STAHL
When Tomorrow Comes (Univ.)

GEORGE STEVENS
Gunga Din (RKO)

HUNT STROMBERG
Sweethearts (M-G-M)
The Women (M-G-M)

RAOUL WALSH
The Roaring Twenties (W.B.)

WALTER WANGER
Stage Coach (U.A.)

WILLIAM A. WELLMAN
Beau Geste (Para.)

SOL M. WURTZEL
Frontier Marshal (20th-Fox)

SAM ZIMBALIST
Tarzan Finds A Son (M-G-M)

LARRY DARMOUR

PRODUCTIONS

HOLLYWOOD
CALIFORNIA



Leading DIRECTORS

THE purpose of this listing is exactly the same as for the producers. Directors are a studio's stock in trade just the same as its producers and story material. If, as an inducement, you are told that among the directors to make a particular group of pictures are so and so and so and so, simply check up and determine just what money-making pictures they turned out the past year. If they made "artistic triumphs," then let your competitor buy them. You stick to the money makers.

ANTHONY ASQUITH AND LESLIE HOWARD
Pygmalion (M-G-M)

JOHN H. AUER
S. O. S. Tidal Wave (Repub.)

LLOYD BACON
Wings Of The Navy (W.B.)
The Oklahoma Kid (W.B.)

BUSBY BERKELEY
Babes In Arms (M-G-M)

CLARENCE BROWN
The Rains Came (20th-Fox)

HAROLD S. BUCQUET
Calling Dr. Kildare (M-G-M)
On Borrowed Time (M-G-M)

DAVID BUTLER
Kentucky (20th-Fox)
East Side Of Heaven (Univ.)

EDWARD BUZZELL
Honolulu (M-G-M)
Marx Bros. "At The Circus" (M-G-M)

FRANK CAPRA
Mr. Smith Goes To Washington (Col.)

GEORGE CUKOR
The Women (M-G-M)

IRVING CUMMINGS
Story Of Alexander Graham Bell (20th-Fox)
Hollywood Cavalcade

MICHAEL CURTIZ
Angels With Dirty Faces (W.B.)
Dodge City (W.B.)
Daughters Courageous (W.B.)

CECIL B. DEMILLE
Union Pacific (Para.)

WILLIAM DIETERLE
Juarez (W.B.)

JULIEN DUVIVIER
The Great Waltz (M-G-M)

ALLAN DWAN
Frontier Marshal (20th-Fox)

RAY ENRIGHT
Angels Wash Their Faces (W.B.)

VICTOR FLEMING
Wizard Of Oz (M-G-M)

JOHN FORD
Submarine Patrol (20th-Fox)
Young Mr. Lincoln (20th-Fox)
Stagecoach (U.A.)

EDMUND GOULDING
The Dawn Patrol (W.B.)
Dark Victory (W.B.)
The Old Maid (W.B.)

HENRY HATHAWAY
The Real Glory (U.A.)

HOWARD HAWKS
Only Angels Have Wings (Col.)

LAMBERT HILLYER
The Girl From Rio (Mono.)

GARSON KANIN
Bachelor Mother (RKO)

WILLIAM KEIGHLEY
Yes, My Darling Daughter (W.B.)
Each Dawn I Die (W.B.)

HENRY KING
Jesse James (20th-Fox)
Stanley and Livingstone (20th-Fox)

HENRY KOSTER
Three Smart Girls Grow Up (Univ.)

GREGORY LA CAVA
Fifth Avenue Girl (RKO)

CHARLES LAMONT
Pride Of The Navy (Repub.)

SIDNEY LANFIELD
Second Fiddle (20th-Fox)

WALTER LANG
The Little Princess (20th-Fox)

ANATOLE LITVAK
Confessions Of A Nazi Spy (W.B.)

ROUBEN MAMOULIAN
Golden Boy (Col.)

GEORGE MARSHALL
You Can't Cheat An Honest Man (Univ.)

GEORGE NICHOLLS, JR.
Man Of Conquest (Repub.)

WILLIAM NIGH
Streets Of New York (Mono.)
Mutiny in the Big House (Mono.)

HENRY C. POTTER
Cowboy And The Lady (U.A.)
Story Of Vernon and Irene Castle (RKO)

GREGORY RATOFF
Rose Of Washington Sq. (20th-Fox)

SIDNEY SALKOW
She Married A Cop (Repub.)
Woman Doctor (Repub.)
Storm Over Bengal (Repub.)

MARK SANDRICH
Man About Town (Para.)

ALFRED SANTELL
Our Leading Citizen (Para.)

REINHOLD SCHUNZEL
Ice Follies Of 1939 (M-G-M)

LEWIS SEILER
Heart Of The North (W.B.)
Dust Be My Destiny (W.B.)

GEORGE B. SEITZ
Out West With The Hardys (M-G-M)
The Hardys Ride High (M-G-M)
Thunder Afloat (M-G-M)

JOHN M. STAHL
When Tomorrow Comes (Univ)

GEORGE STEVENS
Gunga Din (RKO)

RICHARD THORPE
Adventures Of Huckleberry Finn (M-G-M)
Tarzan Finds A Son (M-G-M)

W. S. VAN DYKE
Sweethearts (M-G-M)
Stand Up And Fight (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)

GEORGE WAGGNER
Wolf Call (Mono.)

RICHARD WALLACE
The Under-Pup (Univ.)

RAOUL WALSH
The Roaring Twenties (W.B.)

WILLIAM A. WELLMAN
Beau Geste (Para.)

JAMES WHALE
Man In The Iron Mask (U.A.)

WILLIAM WYLER
Wuthering Heights (U.A.)

1939 Leading SHORT SUBJECTS

THE gains made by short subjects during the past year are indeed encouraging, if not altogether complete. Pairing of features has in many instances forced many subjects to remain on the shelf. On the other hand, response of the exhibitors in the poll indicates that more theatres are following the "back to short subjects" trend now than since the policy of double features began some years ago.

Few will question the fact that short subjects in general are improving in quality year after year. Exhibitors, noting this improvement and acceding to the requests of patrons, arranged their program schedules so as to include a variety of subjects in at least one or two program changes a week. Others found that patrons, in spite of being offered two features, still demanded short reels on the same program.

According to the poll, the moviegoing public favored cartoons above all other types of short subjects, inasmuch as this type was far ahead of its nearest competitor—dramatic shorts. Based on actual figures, 67 per cent of those polled selected cartoons, while 10 per cent expressed their preference for subjects of a dramatic nature. Nine per cent voted for newsreels, 8 per cent for comedies and 6 per cent for musicals.

Whereas in 1938 there was a strong preference for comedies, the "pie-throwing" reels took a sharp drop in favor during 1939. Cartoons, of course, retained their leadership, scoring an even greater percentage than heretofore.

As in 1938, Metro-Goldwyn-Mayer was again the leading short subjects producer last year, polling 44 per cent of the votes cast. With a score of 29 per cent to its credit, Warner Brothers took second place. In both first and second positions, M-G-M and Warners repeated their standings of the year before, with the exception that both scored higher percentages. Columbia and RKO-Radio did an about-face in 1939, the former winning third place with 10 per cent; the latter with 9, fourth place.

LEADING SHORTS PRODUCERS

1. Metro-Goldwyn-Mayer
2. Warner Brothers
3. Columbia
4. RKO-Radio
5. Paramount
6. 20th Century-Fox

STILL LIKE TO LAUGH

Mr. and Mrs. John Q. Public, according to exhibitors, reacted most favorably to animated cartoons in 1939, just as they did the year before. Their increased response to dramatic shorts brought this type up to second place. Next to newsreels, comedies again made an excellent showing, proving perhaps, that audiences, more than ever, still like to laugh.

Not only a reversal of 1938 positions, but also a drop in percentages was borne out by the results of the poll as far as these two companies were concerned. Scoring 4 and 2 per cent, respectively, Paramount and 20th Century-Fox took fifth and sixth positions.

With cartoons far ahead of the parade in types of short subjects preferred, it was only natural that the voters' selections of the outstanding short series played during the past year would be cartoons. Accordingly, the Walt Disney Technicolor cartoons featuring Donald Duck and Mickey Mouse and released by RKO-Radio were the favorites of 34 per cent of the exhibitors polled, while 22 per cent cast their votes for M-G-M's Crime Doesn't Pay Series. Warners' Historical Featurets in Technicolor were third for a vote of 9 per cent. This bears out the results of the types-of-shorts ratings for, as noted in a preceding paragraph, dramatic shorts were second. It remained only for exhibitors to choose the Crime Doesn't Pay and Historical Featuret series in second and third place to reveal the specific series of dramatic shorts preferred. Started too late to obtain a reasonable amount of votes in STR's 1938 poll, the Historical Featuret series came through in 1939 to take its place among the leaders.

M-G-M was represented again, that company's series of Pete Smith Specialties ranking fourth with a vote of 7 per cent. In fifth position was RKO-Radio's March of Time series. Warners' Merrie Melody cartoons in Technicolor, Columbia's Three Stooges comedies, Warners' True Adventures, M-G-M's Our Gang comedies and Paramount's Popeye cartoons finished the race in sixth, seventh, eighth, ninth and tenth places, respectively.

That serials were not mentioned at all by exhibitors polled proves one of two things—either the weekly chapter plays are considered as features and therefore were given no consideration, or they are played on a specific day of the week for the benefit of children and action fans, thus limiting their appeal in comparison to other subjects.

It is well to accord a few words here to the ups and downs short subjects have experienced in the last decade. With the advent of talking pictures (in the late twenties), the short reel suffered an entertainment relapse. That is to say, the slapstick comedies of the silent era which had amused audiences through the pantomimic gestures of their players became a problem for producers. There had been no need for dialogue; hence the action was often fast and furious. To give the characters voice meant that action had to be slowed up to permit dialogue. For a time, comedies hit a new low, and stationary band and vaudeville acts, as well as cartoons with musical accompaniment, dominated the short subject field.

But it wasn't long before the producers acquired the technique, or formula, of combining the old with the new to achieve subjects of popular appeal. Then double features made their entrance, with more shorts collecting dust on the shelves than were flashed on screens. Because of this, the number of subjects to be produced each year became fewer and fewer. Two-reelers, for example, dwindled down to the point where today, with few exceptions, they are almost an oddity. Practically all production centers on single-reelers.

How double features affect the production and distribution of short subjects is well known. But both the producer and exhibitor look to the other for a remedy. The producer contends that in order to keep up with extra playing time, he must make additional features on a low budget. The exhibitor, when asked why he cancels so many shorts, argues that the necessity of doubling up on features in order to get them played leaves no room for shorts. The former pleads with the latter to stop doubling and change to a program of one feature and short subjects, although he (the producer) may continue production of low budget films. The latter says "give us fewer and better pictures—pictures with enough 'draw' to stand alone, and we'll play your short subjects."

Announced curtailment of production schedules, increases of single feature situations, portend an early favorable solution.

FAVORITE TYPE OF SHORTS

First: Cartoons

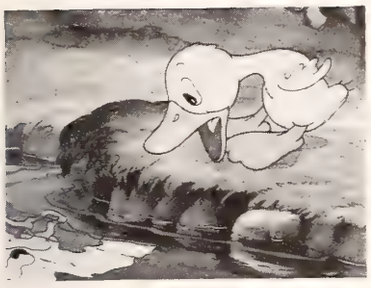
Second: Dramatic

Third: Newsreels

Fourth: Comedies

Fifth: Musicals

Leading Shorts Series



1. Disney Cartoons

RKO-Radio

This scene (left) is from "The Ugly Duckling," one of the Walt Disney Technicolor cartoons released in 1939. This series won first place by unanimous vote from exhibitors across the nation.

2. Crime Does Not Pay

Metro-Goldwyn-Mayer

Outstanding among dramatic subjects, this series is widely popular. "Drunk Driving" (right), won many awards from safety campaign officials, and was well exploited in most situations.





3. Historical Featurets

Warner Bros.

Significant events responsible for the growth of the nation are the subjects of this Technicolor series. At the left is a scene from "The Bill of Rights," one of last year's finest shorts.

4. Pete Smith Specialties

Metro-Goldwyn-Mayer

Audiences not only listen to Pete Smith's clever off-screen comments, they guffaw at them. He makes any subject a delight, as for instance, his treatment of "Set 'Em Up," shown at right.





5. The March Of Time

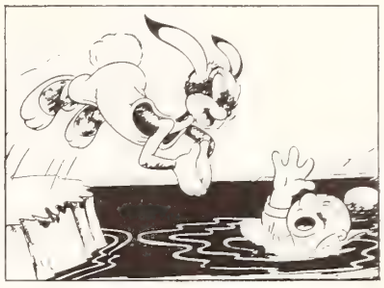
RKO-Radio

So that the average citizen can get the "story behind the news," this series occupies a high plane in screen journalism. Here is a scene (left) from "Soldiers With Wings," one of 1939's releases.

6. Merrie Melodies

Warner Bros.

Featuring "gags" that send patrons into roars of laughter, these Technicolor cartoons are in a class by themselves. This scene is from "Elmer's Candid Camera," to be released soon.





7. Stooge Comedies

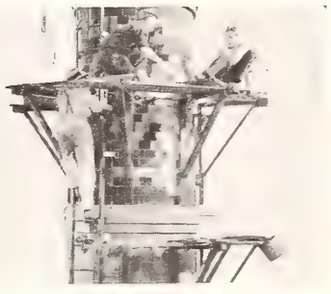
Columbia

When those buffoons, Moe, Larry and Curley start their hilarious high-jinks, patrons roll in the aisles. They'll hit theatres soon in "Oh, You Natzy Spy," from which this scene is taken.

8. Your True Adventures

Warner Bros.

This series of dramatic true stories was enthusiastically received by theatregoers last year. Here's a scene from "High Peril," awarded first prize as the best 1938-39 Floyd Gibbons subject.





9. Our Gang Comedies

Metro-Goldwyn-Mayer

Year after year, children from 6 to 60 chuckle at the adventures of this well known "Gang." In the scene at the left, the group is taking "Time Out for Lessons," on the schedule for early release.

10. Popeye Cartoons

Paramount

Popeye is still the "toask" of adults and children alike. His trusty can of spinach gets him out of numerous dilemmas. One of last year's funniest cartoons was "Wotta Nitemare," (right).





Gene Autry

THANK YOU, EXHIBITORS, FOR ALL YOUR EFFORTS IN MY BEHALF

THE LEADERS SURVEY

Page

1. Regulation of the industry by legislation, specifically by the Neely Bill now before Congress has some exhibitor support, but more opposition 51
2. Self regulation by means of fair trade practice code, is favored by a large majority 51
3. Double features as a regular policy are shown in a minority of the country's theatres 51
4. Money nights and premiums or giveaways still common but are losing favor 52
5. Color photography gains ground 55
6. Film stars making regular appearances on radio claimed to be hurting their popularity 52
7. Producer advertising wins approval of a majority of showmen 56

The legislative halls of the nation's Capitol ring with the echoes and reverberations of the thoughts and words and opinions of men living in the big cities, the large towns, and the mere "wide places in the road."

Natural enough, then that a question regarding legislation and one of the most controversial points now agitating the motion picture industry, should command first place in the report of The Leaders Survey conducted in conjunction with recording of box office performance for films.

No query in the questionnaire submitted to theatremen by STR and Leaders Of The Motion Picture Industry commanded so much voluntary expression in amplification of views held by those answering the question, as that which pertained to the Neely Bill. The bill now awaiting action by the Lower House since its passage by the Senate last summer, started as something concerned with the regulation of booking. It was dubbed the "anti block-booking bill." Had its sponsors been content to stand on that issue, possibly there would be right now a bigger percentage of exhibitors in favor of its passage. The bill after several re-doings since its first introduction, has grown in its ambitions to regulate the film industry. How its passage might affect the industry is not a matter for discussion here. This is merely the place of recording the opinion of those who answered the following question:

ARE YOU IN FAVOR OF THE NEELY BILL?

Yes	No	No Opinion
27%	46%	28%

The bulk of those voting in favor of the Neely Bill were exhibitors operating smaller theatres in outlying towns or in towns nearby to circuit-operated theatres. As will be seen from some of the typical comment by exhibitors on the bill and its advantages or disadvantages, the problems of booking for these situations is a most important factor influencing opinion in favor of the bill.

Typical Comment

FOR

"Companies should stop forcing so many pictures . . . That is the only reason I am for the Neely Bill."

"If I must submit to domination, I prefer that of the government to that of the producer."

"The only way the independent theatre owner can get justice is with passage of the Neely Bill."

AGAINST

"I'm not in favor of so regulating the industry, as the more regulation we have the more films are going to cost us."

"The government through the Neely Bill should not interfere."

"No. But if this bill had been written only for the purpose of eliminating block booking, I would favor it."

Self Regulation

A related question was that which sounded exhibitor opinion regarding a method of self-regulation through the instrument of a code of fair trade practices. The issue of the code occupied the producer-exhibitor leaders and exhibitor organizations and individual theatremen through many months of intensive activity and at times bitter controversy. The long process of discussion, to say nothing of the laborious work put forth by the producers-distributors negotiating committee on the one hand and exhibitor organizations of the other resulted finally in the draft of a Code which the producer-distributors announced as making all the concessions possible to demands by exhibitor organizations. This Code then was offered to the heads of many exhibitor organizations for submission to their membership. The bitter fight at the Minneapolis convention of Allied States Theatre Owners, culminating with rejection of the Code, proved neither an end nor a beginning for the Code as written, because the Code was ruled out by the Department of Justice and its adoption by the industry forbidden.

Possibly the entire exhibitor body never before had paid such close heed to the inner workings of its own business as during this period of controversy over the make-up of a proposed Code. In consequence, the answers of exhibitors to the question in the Leaders Survey, represents a most mature and well considered reply to a specific question.

The Question

Do you favor industry self-regulation, via a code?

Yes	No	No Opinion
61%	11%	28%

An overwhelming vote in favor of self-regulation which takes on added significance in view of the division of opinion on the Neely Bill, on which there was not so wide a gap between the "Yea's" and the "Nay's." How truly this vote in favor of self-regulation indicates a satisfaction and conviction that the industry will work out its problems satisfactorily, or is to a great extent predicated upon the abhorrence for governmental regulation of business by the majority of American business men, there is no way of telling. Be all that as it may, the fact remains that in answer to a plain question regarding the advisability of having the industry right its own difficulties, the majority answered emphatically in the affirmative.

Double Features

Reverting to questions which strike close to the operation of their showhouses and the make-up of the entertainment programs they offer the public, the matter of the much discussed Double Feature Bill took the position of next importance.

The subject of the Double Feature Bill never fails to arouse discussion. From the studios in Hollywood through the channels of distribution, booking, exhibiting and finally to the critics and the picture-goers themselves, there is always something to be said about the Double Feature. Listening to the talk pro and con, an observer gets only the bewildering impression that the industry wants the double feature, but not any one part or branch of the industry wants it. As usual, in such things the man nearest at hand who is offering the wares is blamed. In consequence, there

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(Continued from page 51)

are many, perhaps a large majority, outside the industry who are under the honest misconception that it is the small theatre "in the hinterlands" that is responsible for dual bills. The Survey indicates that that is far from the truth. Many exhibitors not showing duals regularly or not showing them at all who amplified their vote with remarks attacking the double feature policy are definitely in the small-theatre-small-town-operator group. Moreover, the number of theatres now offering duals on a restricted basis of one or two days a week would be smaller, according to the Survey, were there a reduction of the number of pictures specifically made for dual situations. The double bill situation as revealed by the Survey is the result of a specific question.

The Question

Do you show double features?

Yes	Occasionally	No
42%	37%	21%

Thus there is an actual minority of the theatres operating under a double feature policy. According to remarks made in connection with question, it is clear that a great majority of those theatres operating under a policy of occasional double featuring are not committed to the dual bill through voluntary action of their own or demand of their patrons. Factors connected with the production of features specifically aimed for double feature bookings and a surplus of pictures made necessary under booking conditions is the cause of much of the double featuring. This is made clear by some of the typical comment quoted below:

Typical Comment

"We have to double feature short length 'features' or it would break a man buying shorts."

"Our patrons do not want two features. I'd rather have a good two-reel comedy any time than a second feature and that seems to be the opinion of at least 95% of our patrons."

"Have one bigger town on each side of us but only run double features on Sundays to keep people from going out of town."

"We believe that double features are bad for the business. But what else can you do with features that run 58 to 65 minutes?"

Significantly enough, the Survey resulted in not one word of opinion in approval of the double feature—those who run them either taking the view that this is their answer in full, or that the practice is advantageous only on the grounds of necessity.

Money Nights and Premiums

Premiums and Money Nights followed the double feature as a widespread practice during the lean days of the depression. Like the double feature they continue on, though in waning existence, as an allied attraction to motion pictures. The premium-giving at theatres has been diminishing at a rate which seems to point to oblivion for the dishes and towels, etc.—though these have been replaced by a type of premium which is apparently gaining in popularity; the so-called book-night.

So far as money nights are concerned, they are not static—appear to be losing ground. The Survey did not find any evidence of enthusiasm for them so far as the exhibitors themselves were concerned.

In the matter of both money nights and premiums the Survey shows a shrinkage of these practices as compared to the results from last year's investigation of these two types of attractions at picture theatres.

The Questions

Do you run Money Nights?

Yes	No
42%	58%

Do you offer premiums or give-aways?

Yes	No
15%	85%

Thus the giveaway practice, money or merchandise, while seemingly an almost general policy, is in force in a minority of the theatres of the land. Efforts made sporadically to abolish them altogether by inter-theatre agreement in certain territories have shown great encouragement, but the promises of adherence to the agreements, for the most part, later were honored in the breach, and so the giveaways continue, particularly in highly competitive areas and in cities, at that. The money night, calling for the lighted auditorium and a sort of audience-participation element has an undoubted appeal particularly in the community type of theatre where the common bond of neighborhood residence brings together people who otherwise are strangers. So far the only other device for satisfying this demand for expression of the community spirit is the organ feature with audience singing, or the musical reels which were developed by Max Fleischer, we believe, and which have appeared in a variety of forms since—without, however, finding any very considerable application.

Film Stars in Radio

Radio competition to the picture theatre is not a myth. Unquestionably the broadcasts of outstanding appeal keep people home during the evening hours which normally are the peak periods for theatre attendance. Radio, in addition, has been made more or less of a football for certain exhibitor group heads to set up as a windmill for jousting bouts in which it appears that they are champions of the oppressed theatreman. The appearance of film stars on radio programs, without doubt, presents a problem which the rank and file of theatremen view with the utmost seriousness and concern.

The subject of radio occupied an important place in the Leaders Survey. Frankly, the seriousness with which the problem of film stars in radio is taken by exhibitors generally cannot be over-estimated. There seems little doubt that the most successful personalities in radio greatly depend upon their appearances in the theatre—stage or screen—for their continuing appeal to the listening public of radio. In addition to the aspects of direct competition with the theatres wherein they have built up a large following with the public, the appearance of film stars on radio programs has another serious side. This is a point made by many exhibitors in amplifying their votes on the radio questions in the Survey.

The Questions

Does radio competition hurt theatre business?

Yes	No	No Opinion
55%	14%	31%

Do you favor barring film stars from radio?

Yes	No	No Opinion
61%	18%	21%

A most sensible attitude regarding the competition of

(Continued on page 54)

Thank you, Mr. Exhibitor



Deanna Durbin

LEON SCHLESINGER

Celebrating his TENTH year as producer of

"MERRIE MELODIES"
"LOONEY TUNES"

■

for Warner Bros.

JACK OTTERSON

Supervising
ART
DIRECTOR

for

UNIVERSAL PICTURES

(Continued from page 52)

radio was reflected in the remarks voluntarily offered by exhibitors in connection with the above questions. Theatremen generally are not so blind to realities as to believe that radio can be throttled because it presents difficulties to one or several groups of business men. It is not a question of seeking restrictive measures against radio that concern most exhibitors—since that logically is something that cannot be accomplished. But exhibitors are on firm ground when they take the stand that radio's invasion of the field that the theatres have cultivated is something theatre operators and film producers who rely upon theatres as their medium of contact with the public must weigh as a problem to be solved by the industry itself. In other words, the exhibitor opinion that film stars who have been built up to their present popular standing through the pictures and the theatres, are jeopardizing their own standing with the public by reason of too frequent appearances in radio.

Since this is an analysis of facts issuing from sources that are rightly quite confidential, it is not meet that we should cite specific cases here. But the recurrent mention of certain stars as illustrative of the harm done to the stars themselves through regular appearances on the radio make the voluntary remarks of exhibitors on this subject most impressive. Therefore, it is suggested that those who seek illumination on this point refer back to the rating of stars in the exhibitor poll and for themselves consider the number of box office "names" which loomed large in previous years but which *do not* place among the outstanding attractions of the past year. Certain film stars are playing regularly in radio programs. Those same stars have had the advantages of inclusion in the casts of many pictures released during the period with which this poll is concerned. Several of them are not to be found among the top ranking box office stars as rated by exhibitors. Why? The answer is one that cannot be given here. However, we would call your attention to a point raised by one of the exhibitor's remarks below. This, of course, is that the too-frequent appearance of a star either through the medium of radio or pictures, militates against the star as a figure commanding intense public interest. Apparently a picture star can have his choice of career and popularity in films or the radio. Trying to play both ends against the middle right now seems a precarious adventure. On the other hand a great deal of most constructive comment regarding radio and pictures is found in remarks of exhibitors queried in this poll. Many an exhibitor takes the view that film stars appearing on programs featuring the film itself has definite value to the box office. Properly presented abbreviations of the dramatic highlights of a film with the film stars playing their original screen roles, according to many exhibitors, have value in exploiting the picture.

These angles are revealed in the following:

Typical Comment

"We are definitely opposed to the appearance of outstanding film stars on radio every week. Special appearances for the advance publicity of particular pictures we believe is beneficial."

"When pictures are dramatized over the air people who hear them don't get as much out of a story as they would by seeing the play come to life on the screen, so it's obvious they will want to see the picture that much more. In other words, I think radio is just a good advertisement."

"I wish something could be done about movie stars broadcasting. This because there are quite a few of our customers who stay at home to listen to programs on which they appear."

"Occasional radio appearances of stars on previews of pictures help. However, with so many movie stars on regular commercial

programs how can we expect the public to go to the theatre too and pay to see those stars?"

"I can't see how picture stars can fail to realize that they are shortening their own useful life on the screen when they appear in radio shows. The old wheeze 'familiarity breeds contempt' still works. It requires about two weeks to kill the best song ever written simply by repetition on the air. The same holds true with personalities."

"Radio is the strongest competition a small theatre has at the present time."

"I am in favor of barring stars from regular radio programs. However, I believe as guest stars they help themselves and the exhibitor—that is if guest appearances are far enough apart—say not more frequent than six times a year."

"Radio competition hurts business up to a certain point but beyond that evens itself up by the 'plugs' stars give their picture or pictures."

"Several of our best drawing stars have ruined their box office value by wearing themselves out with the public by too many appearances on radio programs. These particular stars can stay on the air as far as this theatre is concerned—we take elimination on their pictures wherever possible."

Color Photography

A purely technical development in the art of production, the place of natural color photography as a definite factor of importance to the box office, was investigated in the Leaders Survey. Since the term Technicolor, though a trade name, has become more or less generally used to indicate natural color photography both within and without the industry, the question was submitted in this form:

The Question

Does Technicolor add to box office value?

Yes	No	No Opinion
77%	15%	8%

The result, showing a much greater interest than formerly in color photography so far as the showman booking for profit is concerned, is no doubt influenced by many outstanding examples of the improved color photography and its employment in the making of several of the biggest attractions released during the past year.

The top money picture of the year—"Jesse James"—was in Technicolor. Another was "Four Feathers," a notable production, and a box office attraction of greater substance than many industry observers judged it to be in advance of its release. Because the observers, taking off considerable from the potential because of the fact that "Four Feathers" was an imported film, apparently went astray in their figures by not valuing highly enough the popular appeal of the spectacle and drama, or putting too high a figure for discount on the score of "imported and not strong enough in marquee names." Both the professional reviewers of the newspapers and the general public, however, found stunning spectacle even more thrilling because of the excellent quality of the Technicolor photography. Still another example of how Technicolor entered into direct seat-selling by the theatres was "The Little Princess." Probably the most effective line of appeal to the public on behalf of "The Little Princess" was the exploitation of the fact that now Shirley Temple could be seen in all the true coloring of hair, eyes and costume. A Technicolor sequence was gratituously dropped into the screen version of "The Women," and as proved by reactions particularly in the theatres outside metropolitan areas, the move was a shrewd one on the part of the producers. For this was something which the rank and file of women and, since the pretty models dis-

(Continued on page 56)

GEORGE BRUCE

NAVY BLUE AND GOLD
Original Story and Screen Play
M-G-M

•

THE CROWD ROARS!
Original Story and Screen Play*
M-G-M

•

THE DUKE OF WEST POINT
Original Story and Screen Play
Edward Small Productions
for United Artists

•

KING OF THE TURF
Original Story and Screen Play
Edward Small Productions
for United Artists

•

THE MAN IN THE IRON MASK
Original Story and Screen Play
Edward Small Productions
for United Artists

•

NAVY NURSE
Original Screen Play
Paramount

•

SOUTH OF PAGO PAGO
Original Screen Play
Edward Small Productions
for United Artists

•

KIT CARSON
Original Screen Play
Edward Small Productions
for United Artists

•

SON OF MONTE CRISTO
Original Screen Play
Edward Small Productions
for United Artists

•

In Preparation

TWO YEARS BEFORE THE MAST
Screen Play
Edward Small Productions
for United Artists

*Screen Play in Collaboration

Under contract to Edward Small Productions — **Management Stanley Bergerman**

Best Wishes

WILLIAM C. THOMAS

Associate Producer

Paramount Pictures

"Apart from Walt Disney, I can't recall a single figure connected with motion picture creation who has given me so much solid entertainment in the theatre as Pete Smith."

—Ed Sullivan
(Noted Hollywood Columnist)

LEWIS J. RACHMIL

ART DIRECTOR

SOL LESSER PRODUCTIONS

HARRY SHERMAN PRODUCTIONS (PARA)

CURRENT ASSIGNMENT

SOL LESSER'S "OUR TOWN"

RELEASED THROUGH U.A.

The Leaders Survey

(Continued from page 55)

played bathing suits as well as formal gowns, the men too found an added item of appeal. The second big money picture was in full Technicolor, this was "Dodge City." Other pictures in the 25 Leaders done in Technicolor were: "Kentucky," "The Wizard of Oz," "Hollywood Cavalcade."

In the Secondary Group the already mentioned "The Women," "Four Feathers" and "The Little Princess" were accompanied by "Sweethearts," "Heart of the North" and "Ice Follies of 1939" as Technicolor productions—"Ice Follies," like "The Women" only partly in the chromatic photography.

Magazine Advertising

Producer advertising to exploit pictures before the general public like that of all others has changed its course from time to time. There have been no signs of a return to the extensive outdoor advertising which years ago was an important medium used by producers. The display advertising logically seems to be something which the point of sale, that is the theatre itself, can do with greater effect. However, the switch from newspapers to magazines and back again to magazines, has been going on for years. In recent years newspaper advertising has been favored for the bulk of producer advertising appropriations. This, naturally, has great advantages over magazines which reach the public. The magazine deadlines are so far in advance of publication that title changes and release date shifts which are necessary may make the advertising an almost total loss. Moreover, newspaper advertising which concentrates in areas where pictures will be playing many dates, both first and subsequent runs, gives exhibitors a decided advantage.

Within recent years there has been much discussion in the trade regarding the value of magazine advertising as a means of selling a picture to the public. Some examples of how release date changes made the magazine advertising on certain films ineffective were pounced upon by opponents of the magazine advertising as final clinchers to their argument that producers should let the theatre do the selling to the public with perhaps cooperative effort and expenditure in association with theatres in certain areas—some opponents even taking the stand that all producer advertising to the public was so much waste.

In view of the trade discussions of this matter, the Leaders Survey put the question up to the exhibitors; asked the following question:

The Question

Does producer advertising in fan and general magazines increase box office returns?

Yes	No	No Opinion
68%	17%	15%

A surprising result, because of the strong opposition of what proves to be a vocal minority, there is a widespread opposition in some quarters to producers making expenditures for space in magazines for the general public, on behalf of particular pictures. A considerable number of those voting "yes" qualified their vote with remarks that for their situations this type of exploitation by the producer did not have the value it appears to have for the first-run. These, of course, were operators of subsequent run theatres. Thus on still another score, the excessive clearance periods obtaining in many territories works against the producer as well as the house which must wait too long for playdates following the first runs in its territory. Much of the comment on the subject of advertising stresses this final point covered in this analysis of the Leaders Survey.

SIDELIGHTS on the SURVEY RESULTS

WHAT THE PUBLIC WANTS:

Ever since there's been a picture business men of ability and energy engaged in both the production and distribution branches have tried valiantly to evolve a formula for success in the making of films. Story types, star types even production styles have been set up as possibly "sure-fire" in drawing crowds to the theatres. All the earnest and sincere effort, however, has gone the way of all striving to find a "common denominator" which simply doesn't exist. Nothing makes this plainer than comparison from year to year of the types of films which have made the top brackets as money makers. The Leaders last year had "Alexander's Ragtime Band," "In Old Chicago" and "Boys Town" running in one-two-three order as the big money films. Only one of the three, "In Old Chicago," had the flavor of the great outdoors in its story. This year, the outdoor action films run one-two-three. Which proves only that which has always been known—types have nothing to do with it. What the public wants is the picture that entertains, be it a musical cavalcade like "Alexander's Ragtime Band" or a super western like "Jesse James."

THEY GO FOR A GOOD TIME:

If there is any qualification to what is said in the first item of comment in these side glances, it is that while story types mean nothing, there is one thing certain about what the public wants, and that is a good time for their ticket money. The Leaders Survey sounded showmen on the matter of story types in general. The results, precisely what you'd expect: Modern comedy led by a very wide margin; modern drama came next; musicals came next, and the costume plays, of course, came in a very far-behind fourth.

FORECASTING A YEAR AHEAD:

Just how accurately the showman of the land can pick the product that seems to be best for the coming season is forcefully illustrated in a comparison of the results of this year's box office performance and the estimation of various companies' product carried in last year's Leaders. The poll showed theatremen then rating the "best buy" for 1938-39 as: First, M-G-M; Second, 20th-Fox; Third, Warner Bros. The breakdown of picture Leaders by companies (page 26) shows this identical order of rating as a result of box office results for the 1938-1939 season.

PICTURES AND NAMES:

The happy combination of good role in good pictures and a blend of personality and acting ability is what makes the outstanding star. Showmen pick the stars on performance at the box office. How closely they have hewed to that line in nominating the Leaders among the stars in this poll is evident in the record of the stars' pictures for the past season. With rare exceptions, (the exceptional Clark Gable being one) the top-rated stars are those who are identified with the big money films of last season. Mickey Rooney had all hits. Tyrone Power also, and on through the list you'll find the "names" who had the highest averages of hits, in relation to the number of appearances made, are rated as the Leaders. This fact gives added proof of the accuracy of the poll as a "fact finder."

SHORTS ARE GETTING STRONGER:

Notable feature of the results of the Leaders poll regarding the short subjects, is that there is a definite trend to the balanced program of strong feature with contrasting short subject as added attraction. Growth in popularity of the more serious type of short proves this. The big feature in the comedy style is in greater supply. And in theatres, which are so numerous, where the double feature can be avoided, the showmen are booking a quality short of the more serious sort, such as Warners' Patriotic series, or M-G-M's "Crime Does Not Pay" group.

BREAD AND BUTTER STARS:

Checking the snowstorm of questionnaires returned by showmen to this publication's offices re-affirms a too-often taken-for-granted attitude regarding the Western Stars and their pictures. How the boys whose hard riding and spectacular heroics appeal to the American public! Gene Autry and Bill Boyd, the top men in the manly art of exciting the screen patrons of all ages, have such a firm grip on their admirers that many in the film business are prone to overlook the vital fact that the successful western series are in reality the back-log which figures most importantly in keeping the fires of public enthusiasm for pictures burning brightly. The boys on top have some spirited competition looming. Roy Rogers, Charles Starrett and Tex Ritter are coming along fast as a result of good pictures and their own good work.

Here They Come!

Courageous . . . .
Lovable . . . . . .
Human . . . . . .

To Drive the Wedge of Happiness Deep into America's Heart!

▼
▼
▼

THE SAGEBRUSH FAMILY

featuring

BOBBY CLARK

13-year-old World's Champion Junior Cowboy

Ready Jan. 28

"THE SAGEBRUSH FAMILY TRAILS WEST"

Original Screenplay by

William Lively

Directed by PETER STEWART

Produced at Producers Pictures Corporation, New Prescott, Ariz., Branch Studios

Under No Circumstances Confuse These Screen Gems With Any Other "Western" Series.

"THE SAGEBRUSH FAMILY" GROUP OF EIGHT (8) ENTERTAINMENT TRIUMPHS DEFY COMPARISON!

Advance Bookings Now Being Alloted

Your Entertainment Headquarters



Every Picture an Action Picture

PRODUCERS DISTRIBUTING

1436 No. Beechwood Dr. ***CORPORATION*** Hollywood, Calif.

Exchanges Everywhere

Leading Players

Continued from page 43

GAIL PATRICK
Man of Conquest (Repub.)

ELEANOR POWELL
Honolulu (M-G-M)

TYRONE POWER
Jesse James (20th-Fox)
Rose Of Washington Sq. (20th-Fox)
Second Fiddle (20th-Fox)
The Rains Came (20th-Fox)

ROBERT PRESTON
Union Pacific (Para.)
Beau Geste (Para.)

LUISE RAINER
The Great Waltz (M-G-M)

CLAUDE RAINS
Juarez (W.B.)
Yes, My Darling Daughter (W.B.)

GEORGE RAFT
Each Dawn I Die (W.B.)

BASIL RATHBONE
Dawn Patrol (W.B.)

FLORENCE RICE
Sweethearts (M-G-M)
Stand Up and Fight (M-G-M)

EDWARD G. ROBINSON
Confessions Of A Nazi Spy (W.B.)

MAY ROBSON
Yes, My Darling Daughter (W.B.)
Daughters Courageous (W.B.)

GINGER ROGERS
Story Of Vernon and Irene Castle (RKO)
Bachelor Mother (RKO)
Fifth Avenue Girl (RKO)

CESAR ROMERO
The Little Princess (20th-Fox)
Frontier Marshal (20th-Fox)

MICKEY ROONEY
Adventures Of Huckleberry Finn (M-G-M)
Hardys Ride High (M-G-M)
Out West With The Hardys (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)
Babes In Arms (M-G-M)

ROSALIND RUSSELL
The Women (M-G-M)

ANN RUTHERFORD
Out West With the Hardys (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)
The Hardys Ride High (M-G-M)

RANDOLPH SCOTT
Frontier Marshal (20th-Fox)
Jesse James (20th-Fox)

NORMA SHEARER
The Women (M-G-M)

ANN SHERIDAN
Angels With Dirty Faces (W.B.)
Angels Wash Their Faces (W.B.)
Dodge City (W.B.)

C. AUBREY SMITH
Four Feathers (U.A.)
East Side of Heaven (Univ.)
The Under-Pup (Univ.)

BARBARA STANWYCK
Union Pacific (Para.)
Golden Boy (Col.)

JAMES STEWART
Ice Follies Of 1939 (M-G-M)
Mr. Smith Goes To Washington (Col.)

LEWIS STONE
Out West with the Hardys (M-G-M)
Ice Follies of 1939 (M-G-M)
Andy Hardy Gets Spring Fever (M-G-M)
The Hardys Ride High (M-G-M)

ROBERT TAYLOR
Stand Up And Fight (M-G-M)

AKIM TAMIROFF
Union Pacific (Para.)
Paris Honeymoon (Para.)
Honeymoon in Bali (Para.)
Disputed Passage (Para.)

SHIRLEY TEMPLE
Little Princess (20th-Fox)

SPENCER TRACY
Stanley And Livingstone (20th-Fox)

ARTHUR TREACHER
The Little Princess (20th-Fox)

CLAIRE TREVOR
Stagecoach (U.A.)

LANA TURNER
Calling Dr. Kildare (M-G-M)

JOHN WAYNE
Stagecoach (U.A.)

JOHNNY WEISSMULLER
Tarzan Finds a Son (M-G-M)

CHARLES WINNINGER
Three Smart Girls Grow Up (Univ.)
Babes in Arms (M-G-M)

VIRGINIA WEIDLER
Out West With The Hardys (M-G-M)
The Women (M-G-M)
The Under-Pup (Univ.)

HENRY WILCOXON
Tarzan Finds a Son (M-G-M)
Woman Doctor (Repub.)

LORETTA YOUNG
Story Of Alexander Graham Bell (20th-Fox)
Kentucky (20th-Fox)

ROBERT YOUNG
Honolulu (M-G-M)

Box Office Slants
Score Another Bull's Eye

We Point With Pride



★ ★ ★ ★ THE RECORD TELLS THE STORY OF STR'S ACE PERFORMANCE IN RATING PICTURES ★ ★ ★ ★

How We Called The Good Ones:

JESSE JAMES (20th-Fox)
". . . smash box office . . . it is supreme entertainment"

DODGE CITY (WB)
"tops in outdoor entertainment . . . a sure box office winner"

UNION PACIFIC (Para.)
"Hold-ups, Train Wrecks . . . one of grandest box office pictures"

KENTUCKY (20th-Fox)
"Powerful story plus excellent acting . . . box office bonanza"

MR. SMITH GOES TO WASHINGTON (Col.)
"Terrific . . . should outgross Capra's previous successess"

ANDY HARDY GETS SPRING FEVER (MGM)
"Excellent Hardy picture . . . guaranteed to be box office success"

BABES IN ARMS (MGM)
"All ingredients necessary for stupendous box office return"

WIZARD OF OZ (MGM)
"Thoroughly entertaining . . . here is a realy big show"

STANLEY AND LIVINGSTONE (20th-Fox)
"Magnificent production . . . big names . . . should show big grosses"

GOODBYE MR. CHIPS (MGM)
". . . hit from Leo . . . ranking well up amongst top films"

BACHELOR MOTHER (RKO)
". . . top flight trouping . . . gay, spicy comedy . . . box office bet"

OUT WEST WITH THE HARDYS (MGM)
". . . outstanding picture in series . . . should do excellent business"

TARZAN FINDS A SON (MGM)
"Best of all Tarzans to date . . . most amusing of the series"

THE RAINS CAME (20th-Fox)
". . . marquee names, huge spectacle . . . tremendous box office"

THREE SMART GIRLS GROW UP (Univ.)
". . . Durbin better than ever . . . her biggest box office hit"

THE HARDYS RIDE HIGH (MGM)
". . . will more than hold its own for grand box office results"

ADVENTURES OF HUCKLEBERRY FINN (MGM)
". . . should be one of the season's biggest hits"

ONLY ANGELS HAVE WINGS (Col)
". . . should be one of those legendary smash box office successes"

ROSE OF WASHINGTON SQUARE (20th-Fox)
"Mass appeal . . .fills bill to perfection as showman's delight"

DARK VICTORY (WB)
"Bette Davis scores again . . . sure to win box office honors"

GUNGA DIN (RKO)
"Magnificent . . . teeming with action . . . a top grosser"

HOLLYWOOD CAVALCADE (20th-Fox)
". . . one of the top money makers of the year . . ."

ANGELS WITH DIRTY FACES (WB)
". . . packs terrific wallop . . . should register heavily at box office"

YOUNG MR. LINCOLN (20th-Fox)
". . . moving drama . . . can be sold to big box office results"

STAGECOACH (UA)
". . . spectacular . . . crammed with all the box office angles"

How We Called The Bad Ones:

ADVENTURES IN SAHARA (Col)
". . . entire result is unsatisfactory and is poor material"

SCANDAL SHEET (Col)
". . . this is just program fair . . . it is not well done . . ."

WITHIN THE LAW (MGM)
". . . fact that is old material takes away from entertainment value"

THEY ALL COME OUT (MGM)
". . . blown-up two-reeler . . . lacks names for feature . . ."

KING OF CHINATOWN (Para)
". . . strictly for the action half of dual bills"

BACK DOOR TO HEAVEN (Para)
". . . food for thought but lacks entertainment values"

CONSPIRACY (RKO)
"This is only fair entertainment"

FIXER DUGAN (RKO)
"For RKO this can only be called poor fare"

THE ESCAPE (20th-Fox)
". . . cast unable to cope with story lacking in originality"

STOP, LOOK AND LOVE (20th-Fox)
". . . values restrict it to second half of double feature"

MYSTERY OF THE WHITE ROOM (Univ)
"Routine muder mystery . . . for lower half in dual situations

UNEXPECTED FATHER (Univ.)
"Poor dialog . . . weakness of story handicap Baby Sandy"

COWBOY QUARTERBACK (WB)
". . . exceedingly thin plot . . . unfunny comedy of football . . ."

SMASHING THE MONEY RING (WB)
". . . highly implausible plot . . . complete lack of drawing names"

Accuracy Honesty Dependability

LEADING THE PARADE for 1939-1940



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SHOWMEN'S MOTION PICTURE Trade Review

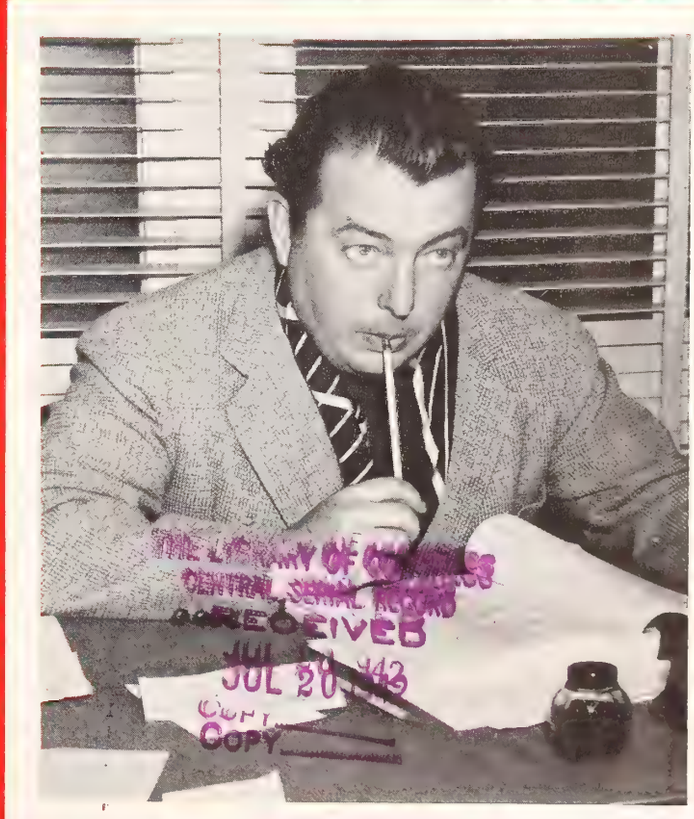
FILE

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Congo Maisie
The Fatal Hour
My Son Is Guilty
Oh Johnny, How You Can Love
Invisible Man Returns
Saint's Double Trouble
Man Who Wouldn't Talk
Heroes of the Saddle
Son of Ingagi
Green Hell


THE LIBRARY OF CONGRESS
CENTRAL SERIAL RECORD
RECEIVED
JUL 20 1940
COPY

LEWIS MILESTONE

Who directed "Of Mice and Men," from the widely discussed novel by John Steinbeck. The film, produced by Hal Roach for United Artists release, is now showing in first runs throughout the country.

January 20, 1940
Vol. 31 No. 26

Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

SINGLE COPY — TEN CENTS

"'THE SHOP AROUND THE CORNER' is the first picture of the new year that is sure to be on every critics' list as one of the best pictures of the year. A 'must' for everyone who goes to the movies."

—Sidney Skolsky in Nationally Syndicated Column.



"Imagine, Leo, and it's only January!"

"And wait till he sees 'I TAKE THI WOMAN' and 'STRANGE CARGO,' and 'BROADWAY MELODY OF 1940' and 'NORTHWEST PASSAGE' and the others."



The Editorial Page

Your Battle Too!

In various sections of the country mud-slinging orators spill their venom on the motion picture industry. Surprising as it may seem, the local theatremen, not only do nothing about it but actually seem to derive a lot of fun and pleasure out of seeing the industry which gives them their bread and butter being maligned and crucified.

Any spouting aimed at this industry will always find a welcome audience. Given a little encouragement, it can easily end up in some organized form of resentment against the whole industry and the local movie theatres as well. When nothing is done to counteract the adverse spouting, the general impression among those who listened is that everything said was true. And thus is recruited another regiment of industry-censors.

Many times since the inception of this publication seven years ago, we advocated an agency to counteract and answer at its source the mud-slinging thrown at this industry. The direct way of handling this is for the local theatremen to acquant the counter-acting agency with advance information about so-called forums, lectures, etc., against motion pictures, and failing that, to send them newspaper reports after the forum so that some intelligent answer in defense of the industry can be planted by the local theatremen with the newspapers of the community.

Only through coordinated effort can the wave of resentment and mud-slinging against the industry be met and answered intelligently so that the public will know the true facts and not the distorted nonsense they hear from the rostrum of some, so-called forum which, in reality, is nothing but a soap-box for the rantings of some misguided or disgruntled person or persons.

Fight fire with fire. But, for Heaven's sake, don't let these harmful propagandists go unanswered.

△ △ △

Product Curtailment

From advance indications and various rumors from the coast, it becomes more than mere conversation that several of the important major studios will cut their output below forty pictures for next season.

Curtailment of product is bound to result in a better quality if only for the simple and sensible reason that many story properties of questionable box office values will not have to be pushed into production for the purpose of maintaining a top-heavy production schedule.

Should the balance of the major studios follow suit, it will definitely bring about a radical change in policy in many theatres throughout the country. The theatres first affected will be those now operating on a double feature policy but with any curtainment of product they will have to switch some of their playing time to a single policy.

Several reasons have been attributed to the report about product curtailment. Some claim it is because of the possibility of the Neely Bill becoming a law. Others state that the studios are cutting down so as to concentrate on stronger box office material. Still others claim that it has something to do with the loss of foreign revenue.

Whatever the reason, we are firmly convinced that present production schedules are far too heavy for the health and prosperity of the industry. Fewer and better pictures is an inevitable step for the immediate future. As to its relation to the double feature problem, there can be little doubt but that fewer pictures will automatically eliminate the horrible crime of top-ranking pictures being shown on double feature bills.

So no matter from what angle you view it, the report has pleasant reverberations on the credit side of the ledger. It is our firm opinion, and has been for many years, that the top studios are grinding out too many pictures for the stability of the industry. Fewer pictures will almost immediately solve several irritating problems and bring about relief on numerous evils of our business.

△ △ △

A Matter of Opinion

One trade writer in discussing 20th Century-Fox's, "Swanee River," ventures the opinion that "Harmony Lane," made several years ago by Nat Levine for Mascot Pictures (both pictures were based on the life of Stephen Foster), had human qualities far superior to the present version of the same story. "Levine's picture," he states, "tore at one's heartstrings, whereas some situations in 'Swanee River' move one mildly."

"Harmony Lane" was a tear-jerker of the first water but the tears and the pathos were laid on so thick that it dropped out of the realm of entertainment and left the audience depressed. The net result was that the picture did little business at the box office despite the fact that it "tore at the heartstrings."

"Swanee River" may not do as much tearing at the heartstrings but it seems to be tearing the patrons away from the fireside and radio and dragging them to the theatre box offices wherever the picture plays.

The comparison is plain. "Swanee River" is first-rate entertainment, beautifully produced and doing capacity business. "Harmony Lane" was a sad, dreary affair which was licked at the box office before it ever reached there because entertainment was played down and the depressing features of a maudlin story played up.

—*"CHICK" LEWIS*

SEEK WOMEN'S AID IN FIGHT

So Urges Kuykendall On Neely Bill

That exhibitors contact heads of Parent-Teachers organizations and other civic clubs in an effort to combat the Neely Bill was contained in a plea made this week by Ed Kuykendall, MPTOA president who, in a special bulletin, declared that meetings among exhibitors, themselves, were of little value in effectively fighting the anti-block-booking measure. The work must be done outside the industry, he contended.

A "pitiful minority" sponsored the bill, Kuykendall declared. He added that the truth must be carried to "those public spirited women who have been misled by the propaganda from the above mentioned little group into believing that the Neely Bill will moralize the screen." These ladies will make or defeat the bill, he said.

The MPTOA president urged that exhibitors must do their talking where it will do the most good. "One sensible chat with one of these women leaders," he concluded, "it worth far more than a dozen high-powered speeches to meetings of the industry."

Appeals to Exhibs

In a trade paper advertisement headed "Have You Read the Neely Bill?", Karl Hoblitzelle, president of Interstate Theatres, Inc., and R. J. ("Bob") O'Donnell, vice-president and general manager, two of the country's most widely known theatremen, address a letter to fellow-exhibitors warning them that "if this bill passes there won't be a man in this business who won't be sorry for the day that he shrugged the problem aside as no concern of his or with the feeling that it was the other fellow's fight." They urge careful study of the bill and activity on the exhibitor's part in acquainting friends, employes, organizations, clubs, etc., with this danger "so that we may all go on record protesting this measure to Washington."

Neely Bill Hearings in Feb.

A public hearing before the House Committee on Interstate Commerce will be afforded to proponents and opponents of the Neely Bill according to Chairman Clarence Lea of the Committee. The hearings are scheduled to start immediately on the conclusion of the hearings on the transportation bill set to begin Feb. 1. Allied leaders are hopeful that if the hearings end by March 1, the bill can reach the floor between April 1 and 15.



Universal's eastern executives are met at the train, upon their arrival in Hollywood, by executives from the studio. Photo shows, left to right, J. H. Seidelman, foreign sales manager; Cliff Work, studio manager; Nate Blumberg, president; Matty Fox, his assistant; W. A. Scully, general sales manager.

Allied Has Arbitration Plan

Seeks Method of Settling Disputes Connected with Clearance Problems

A definite plan to arbitrate disputes within the industry principally those arising from clearance has been proposed by Allied's Board of Directors meeting in Washington this week. The distributors were to be asked to participate in the proposed scheme.

Other subjects discussed at the Allied directors' meeting were the Neely Bill, quantity and quality of pictures, alleged excessive selling terms, stars on the air, 16 mm. competition, "Pot O' Gold" giveaways, parking problems and several others. The labor situation especially the effects of a local dispute on theatres throughout the country, was another subject dwelt on at considerable length.

Colonel H. A. Cole was re-elected president and Abram F. Myers as general counsel at the board of directors meeting Thursday evening in Washington. Detroit was selected as Convention City for the next national meet.

Off To So. America



Barney Balaban, president of Paramount (center) sees both Adolph Zukor, chairman of the board (right) and John W. Hicks, Jr., vice-president in charge of foreign distribution (left) off on the Santa Elena for a Latin-American survey.

Schines Win Twice Against Gov't.

The Schine Circuit won two decisions this week in the Government's suit against it on anti-trust charges. The first one by Judge Knight in Buffalo District Court refused to grant a preliminary injunction against the Schine Circuit to restrain it from acquiring more theatres pending disposition of the government's suit. The second victory was a decision allowing 22 demands in the Schine application for a bill of particulars.

FOR TWO PREMIERES

Zanuck, Schenck Here for Opening of 20th Pics

Darryl F. Zanuck, 20th-Fox production head, accompanied by Joseph M. Schenck, chairman of the board, arrived in New York Wednesday to atend the premieres of "The Blue Bird" and "The Grapes of Wrath," the former taking place Friday evening at the Hollywood Theatre and the latter scheduled for Jan. 24 at the Rivoli. Accompanying the executives here were Gene Markey, associate producer of "The Blue Bird," his wife Hedy Lamarr, Sidney Lanfield and Jane Darwell.

Vallee May Produce For Republic

Hollywood—Rudy Vallee may be producer for Republic's "Hit Parade," scheduled to go before the cameras late in March. The maestro is now making an intensive technical study of film production on the lot.

STEFFES SEES TRUST SUIT

Clearance Problems In N. W. Acute

Unless the clearance problems in the Northwest are settled, the exhibitors are prepared to take their grievances to court, declared W. A. Steffes in New York this week. Steffes, who is the Allied leader in the Northwest said that because of unfair protection, the independents are suffering and that unless their grievances were righted by the sales managers before whom the problem has been placed, they would file an anti-trust suit.

Meanwhile the 4,000-seat Minnesota Theatre in Minneapolis closed this week. The house has been unable to obtain any pictures except Republic and Monogram and it was indicated that it would remain closed unless major product could be released to it. The theatre is said to have been a "white elephant" from the time it opened.

Goldsmith Here With New British Film

I. Goldsmith, who brought over prints of his production of the A. J. Cronin novel "The Stars Look Down," said that film production in Britain's capital will show a reduction of perhaps 40 per cent this year. He added, however, that the government is lending every assistance to film production by exempting needed technicians from military service and providing more liberal rations of gasoline and other necessities for those engaged in films.

SHOWMEN'S MOTION PICTURE Trade Review

Vol. 31, No. 26 Jan. 20, 1940

Title and Trade Mark Reg. U. S. Pat. Off.

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Showmen's Trade Review is published weekly by Showmen's Trade Review, Inc. Publication office, 34 North Crystal St., East Stroudsburg, Pa. Editorial and advertising offices, 1501 Broadway, New York City. Tel.: Bryant 9-5606. Subscription price in the United States and Canada, $2.00 per year. Foreign, $5.00 per year Single copies, ten cents. Subscribers should remit with order. All contents copyrighted 1940.

Kennedy's Korner

A film-conscious town, this. Down at City Hall are periodic press conferences whereat Gotham's mayor talks about the build-up to what a lot of skeptics think will be an awful let-down in the proposed film-producing boom in and about the Greater City on the Atlantic. The 20th-Fox organization has a class-A set-up skilfully contrived for the world premiere of "The Blue Bird." At the entrance doors to the Hollywood Theatre the first night attendees will present tickets printed in gold and black—very rich, impressive and showmanlike in giving the sign that something special is afoot. Again at City Hall, the City Council has a debate over a proposal that Jan. 24th be declared "Sixty-Ninth Day." By odd coincidence Warners are showing "The Fighting Sixty-Ninth" that week and one Councilman thinks maybe Warners' publicity men (perish the thought) might be behind the proposal. He says he doesn't want to be a "stooge" for publicity stunts. Whereat the newspapers of the town print the whole story, Warners' name, title of picture, and so the Warner publicity department, which, of course, had no knowledge of the whole thing, gets lots of publicity.

Several years ago Darryl Zanuck put Lloyds of London in films with a 20th-Fox picture that ranks with the best the screen ever had. Now Lloyds, we understand, is in the film atmosphere again. The whole outfit is occupying the Elstree studios outside London. The scattering of big business organizations to deploy the population as a precaution against air raids, also finds the London stock exchange in another studio—at Pinewood. But Elstree's the place these days. It's packed with sugar—only real sugar, not the kind so necessary for making elaborate films with expensive stars.

PASCAL SIGNED AS UA PRODUCER

To Make One Shaw Film Here, Another In England

Gabriel Pascal, producer-director of "Pygmalion" has been signed as a producer by United Artists on a three-year deal, according to an announcement by Murray Silverstone, chief of world wide operations. Pascal will continue to film plays by George Bernard Shaw. Wendy Hiller, who had the leading feminine role in "Pygmalion" will be seen in "Major Barbara" with Robert Morley as Pascal's first United Artists picture. It will be produced in England.

Pascal's second UA picture will be one of three Shaw works: "The Doctor's Dilemma," "The Devil's Disciple" or "Caesar and Cleopatra."

Fine Arts Will Establish Exchanges In All Centers

Company Headed by Franklyn Warner Will Make 42 Pictures For New Season

Franklyn Warner's Fine Arts Productions will establish a system of coast-to-coast exchanges. Most of them will be operated on the premises of the defunct Grand National exchange. Warner received back from Grand National the six pictures he made for that company, including "Shadows Over Shanghai," "Frontier Scout," "Cipher Bureau," "Long Shot," "Panama Patrol" and "Exile Express." Meanwhile Warner has several stories ready for early production.

Sol Edwards has been appointed sales manager for the new company. By the time the first of the new pictures is ready for release, it is expected that exchanges will be established everywhere ready to handle them. For the 1940-41 season, Warner has announced a schedule of 26 features and 16 outdoor action melodramas.

The new company's branch managers will in effect be in business for themselves being responsible for their own territories and the revenue for each picture from them. The list of branch managers so far is as follows:

Marcel Mekelberg, Boston; Mae Vincent, booker, Cleveland; Cleve Adams, Chicago; Phil Monsky, Des Moines and Omaha; Ralph Peckham, Detroit; Had Hull, Indianapolis and Cincinnati; Sol Hankin, Kansas City; Eph Rosen, Minneapolis; Dick Perry, New York; Herb Given, Philadelphia; Max Shugold, Pittsburgh; Joseph Hartman, St. Louis; Joseph Kaliski Washington; Bradley Fish, San Francisco.

GERING TO HEAD N. Y. PROD. UNIT

Dunphy Financing Enterprise To Make Pictures in East

First active result of the drive to promote Eastern motion picture production was apparent last week-end when it was announced that Christopher Dunphy had organized a company to make pictures in New York. Marion Gering, former Paramount and Columbia director, will head the company, whose first picture is to be "Bricks Without Straw," by Charles G. Norris. This will be followed by "Song On Your Bugle" by Eric Knight.

Having arranged for the production of the two pictures at about $300,000 each, Dunphy's connection with the enterprise is said to be strictly from a financing standpoint. Currently pending are negotiations for a studio, in addition to a deal for national distribution. Production is slated to get under way by April 1.

POSTER RENTERS TO STAY IN BIZ

Claim They Have Plans To Get All Accessories

Poster exchanges will continue in business and rumors that exhibitors will be able to obtain posters, stills and photographs only from Advertising Accessories, Inc., a subsidiary of National Screen Service, were labelled as "a cleverly conceived propaganda campaign designed to break the morale of independent exhibitors and swing them away from their constant support of their friends the poster exchanges," by Simon Libros, president of the National Poster Service Association. He spoke before the executive committee of that body in New York, saying further, "it is absolutely untrue that the independent poster exchanges will be unable to supply exhibitors with all their advertising needs. For the benefit of the record, let it be known that we have already laid plans that will enable us to supply exhibitors with advertising on the releases of all exchanges.

"Efforts have often been made to eliminate the competition of the poster renters, but they have always failed because exhibitors have always supported their independent poster exchanges," he added.

"Exhibitors have learned from bitter experience that the elimination of competition means a monopoly that will be able to raise prices unhampered and unrestricted. As long as the independent poster exchanges remain in business, prices for advertising accessories will remain low. Eliminate the poster exchanges and there is nothing in the world that can prevent a monopoly from charging five or ten times more than is charged at the present time for poster, photographs, stills, screen process cards, and banners," said Labros.

Important Dates

Jan. 25: 69th Regiment Dinner and Preview of "Fighting 69th", Waldorf-Astoria.
Jan. 27-28: Columbia western sales meet, San Francisco.
Jan. 28: Actors Fund of America benefit, Winter Garden.
Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 18-25: Will Rogers National Theatre Week.





Jack Alicoate, Martin Quigley, Jack Cohn, "Chick" Lewis, A-Mike Vogel; sitting Maurice Kann and Gertrude Merriam, at the meeting when the judging and selection of the eleven winners of Columbia's nationwide campaign contest on "Only Angels Have Wings" took place. $4,000 in prizes was awarded—the first prize, $1000, and ten prizes of $300 each.

Col. Names "Wings" Winners

Top Award in Nationwide Contest Goes to Holland; Ten Other Prizes

First prize of $1,000 in Columbia Pictures' nationwide exploitation contest on behalf of "Only Angels Have Wings" was awarded Sid Holland for his campaign on the picture at the Elco Theatre, Elkhart, Indiana. Holland is now with the Schine Circuit in Gloversville, N. Y.



Sid Holland

The ten prizes of $300 each were awarded to Jack Lexey and Al Zimbalist, Broadway Theatre, Philadelphia, Pa.; James W. Walker, Fox Alcazar Theatre, Bell, Cal.; Richard D. Walsh and George H. McKenna, Lafayette Theatre, Buffalo, N. Y.; Guy W. Martin, Colfax Theatre, South Bend, Ind.; David Kamsky, Neighborhood Theatre, Inc., Richmond, Va.; Marion Parkinson, Iowa Theatre, Jefferson, Iowa; Jack Sidney, Loew's Poli Theatre, Bridgeport, Conn.; W. Osborne, Warners' Theatre, Huntington Park, Calif.; E. R. Hardwick, Lyceum Theatre, Clovis, N. M.; Frank La Falce, Earle Theatre, Washington, D. C.

"New York" to Open In Miami Jan. 31

"Little Old New York" will have its Miami premiere at the Lincoln Theatre, Jan. 31. The 20th-Fox picture will get all the trimmings on opening night, with bright lights, advanced prices, etc.

Cincy Indies Protest Drive-In Theatre

Cincinnati—Through its president, Wess Huss, Jr., the Greater Cincinnati Independent Exhibitors Association is protesting the erection of a Drive-In theatre here. The fact that children are to be admitted free and that the venture only operates part of the year are cited by Huss as detrimental to established exhibitors.

Harry Sherman, Bill Boyd in N. Y.

Harry Sherman, Paramount producer of the Hopalong and Zane Grey series is in New York with Mrs. Sherman on a combination business and vacation trip. While here Sherman will see many current stage shows and also work out merchandising plans for his Paramount releases with Neil Agnew and Bob Gillham. Another arrival from Sherman's studio was Bill Boyd (Hopalong Cassidy) with Grace Bradley, his wife. They too, will look in on the shows and spend their first vacation in New York in many years.

WILL QUIZ 26 MAJOR EXECS

New Move By Gov't May Delay Trial

The Government will examine 26 top executives in the equity suit, according to an announcement made this week. These examinations will begin on Feb. 5 and continue until March 25, according to the plan. The officers of each company will be examined as a group at the offices of the Department of Justice in New York. The following executives have been summoned to appear on the dates mentioned:

Harry Cohn, Jack Cohn, and A. Montague, Columbia, for examination on Feb. 5; N. J. Blumberg, William A. Scully and Charles R. Rogers, Universal, Feb. 12; George J. Schaefer, Ned E. Depinet and Jules Levy, RKO, Feb. 19; Adolph Zukor, Barney Balaban, Neil F. Agnew and Y. Frank Freeman, Paramount, March 4.

Also Harry M. Warner, Jack L. Warner, Joseph Bernhard and Gradwell L. Sears, Warners, March 11; Joseph M. Schenck, Sidney R. Kent, Darryl F. Zanuck and Herman Wobber, 20th-Fox, and Spyros Skouras, National Theatres, March 18; Nicholas M. Schenck, C. C. Moskowitz, William F. Rodgers and Louis B. Mayer, Metro, March 25.

Set Wednesday as 69th Regiment Day

With Wednesday, Jan. 24, designated as 69th Regiment Day by New York's City Council, a gala time is planned at the Waldorf-Astoria where distinguished assemblages of military and civic leaders will gather for the 69th's reunion dinner and preview of Warners' "The Fighting 69th." Jack L. Warner, Pat O'Brien, George Brent and James Cagney will come here for the dinner.

Just $50,000 Worth

Bristol, Conn.—When fire destroyed the Bristol theatre building here last week, causing damage estimated at $50,000, the theatre's marquee advertised that the attraction would be "Money To Burn.'

DEPINET DEFENDS BLOCK-BOOKING

Its End Favored By James Roosevelt in 'Debate'

In an article appearing in the current issue of The Rotarian, abolishment of block-booking is favored by James Roosevelt and defended by Ned Depinet in a written debate. Instead of referring to the merits or demerits of the Neely Bill, both focus their attention on whether block-booking is right or wrong.

Roosevelt urges that producers provide exhibitors with means by which they can see what they are contracting for over a lengthy period and give them the opportunity to reject what they, as showmen, know will be "turkeys" at the box office.

Depinet, on the other hand, asserts that block-booking is the natural out-growth of the industry's progress—"the agreement of a retailer to buy a block or group of motion pictures and the agreement of a manufacturer to provide a steady flow of worth-while merchandise." He concludes that the Neely Bill would "be disastrous to the industry as a whole."

DALLAS TO HOLD NAT'L V. C. MEET

1250 to Gather In Texas City For 3-Day Convention

Dallas—Plans were going forward here this week in preparation for the national convention of the Variety Club, slated to be held April 18-20, when 1250 prominent members of show business will get together here and "let their hair down" for a big time. Host to the invading horde of showmen will be R. J. ("Bob") O'Donnell, vice-president and general manager of Interstate Theatres and Chief Barker of the Dallas Variety Club, Tent No. 17. The three networks, NBC, Mutual and CBS will broadcast the festivities.

Bob Hope, motion picture and radio star, will be master of ceremonies of the convention. Darryl Zanuck, vice-president in charge of production for 20th-Fox, is expected to attend along with many other movie executives. Among the screen notables having already accepted invitations to attend are Edgar Bergen and Charlie McCarthy, Spencer Tracy, Bing Crosby, Mickey Rooney and many others.

Will Rogers Drive Apr. 16

Annual Short Subject Will Be Shown In Theatres When Collections Begin

Will Rogers National Theatre Week will begin Thursday, April 18, it has been decided by Major L. E. Thompson, RKO executive and chairman of the annual campaign. Proceeds from the campaign are used for the maintenance of the Will Rogers Memorial Hospital.

Collaborating with Major Thompson this year, are the executive heads of the five major circuits; namely, Charles C. Moskowitz, MGM; Joseph Bernhard, Warner Bros.; Leon Netter, Paramount; John J. O'Connor, RKO; and Spyros P. Skouras, 20th Century-Fox; as well as Ed Kuykendall, MPTOA; Harry Brandt, ITOA; Dave Palfreyman, MPPDA; Max A. Cohen, ATO of N. Y.; and Abram F. Myers, of Allied. All have advised their organizations to aid the drive.

Major Thompson announced that the following General Sales Managers have accepted appointments on the committee representing the Distributing Companies; Neil F. Agnew, Paramount; Harry Buckley, United Artists; Edward Golden, Monogram; James R. Grainger, Republic; Ned E. Depinet, RKO; Abe Montague, Columbia; William F. Rodgers, MGM; William A. Scully, Universal; Gradwell L. Sears, Warner Bros.; and Herman Wobber, 20th Century-Fox.

The Studio Check-Up

A GUIDE TO FUTURE BOOKING

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—36; Being Edited—73]
[Last Week: In Production—39; Being Edited—73]

COLUMBIA

Being Edited

OUTSIDE THE 3-MILE LIMIT*

PIONEERS OF THE FRONTIER (W)*

BULLETS FOR RUSTLERS (W)*

LONE WOLF STRIKES*

BLAZING SIX SHOOTERS*

FIVE LITTLE PEPPERS AT HOME*

CONVICTED WOMAN

TEXAS EXPRESS
Charles Starrett, Iris Meredith. Directed by Joe Lewis.

PASSPORT TO ALCATRAZ
Jack Holt, Cecilia Callejo. Directed by Lewis D. Collins.

In Production

TOO MANY HUSBANDS
Jean Arthur, Fred MacMurray, Melvyn Douglas. Directed by Wesley Ruggles.

BLONDIE ON A BUDGET
Penny Singleton, Arthur Lake, Larry Simms. Directed by Frank Strayer.

I MARRIED ADVENTURE
Travelogue Feature. Made by Mrs. Osa Johnson.

MEN WITHOUT SOULS
John Litel, Rochelle Hudson. Directed by Nick Grinde.

M-G-M

Being Edited

NORTHWEST PASSAGE (Tech.)*

STRANGE CARGO*

YOUNG TOM EDISON*

AROUSE AND BEWARE*

FLORIAN*

BROADWAY MELODY OF 1940*

In Production

NEW MOON*

I TAKE THIS WOMAN*

FORTY LITTLE MOTHERS*

MONOGRAM

Being Edited

PIONEER DAYS*

CHASING TROUBLE*

In Production

RHYTHM OF THE RIO GRANDE
Tex Ritter, Susan Dale. Directed by Al Herman.

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

PAROLE FIXER*

SEVENTEEN*

KNIGHTS OF THE RANGE*

DR. CYCLOPS (Tech.)*

ADVENTURE IN DIAMONDS*

UNTAMED (Tech.)*

WOMEN WITHOUT NAMES*

TYPHOON (Tech.)*

FARMER'S DAUGHTER*

SHOWDOWN*

OPENED BY MISTAKE*

LIGHT OF WESTERN STARS*

ROAD TO SINGAPORE*

BISCUIT EATER*

AT GOOD OLD SIWASH*

HIDDEN GOLD*

WAY OF ALL FLESH*

SAFARI*

GOLDEN GLOVES*

WAR ALONG THE STAGE TRAIL*

BUCK BENNY RIDES AGAIN*

In Production

WOMAN FROM HELL*

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff. Directed by Preston Sturges.

RKO-RADIO

Being Edited

VIGIL IN THE NIGHT*

SWISS FAMILY ROBINSON*

MARINES FLY HIGH*

BULLET CODE*

MILLIONAIRE PLAYBOY*

LITTLE ORVIE*

PRIMROSE PATH*

IRENE*

BILL OF DIVORCEMENT*

THE RAMPARTS WE WATCH
March of Time Feature

In Production

ISLE OF DESTINY*

MY FAVORITE WIFE*

AND SO GOODBYE*

PINOCCHIO
Cartoon Feature. Produced by Walt Disney. In Technicolor.

REPUBLIC

In Production

DARK COMMAND*

VILLAGE BARN DANCE*

20th CENTURY-FOX

Being Edited

CHARLIE CHAN IN PANAMA*

LITTLE OLD NEW YORK*

YOUNG AS YOU FEEL*

SHOOTING HIGH*

HOTEL FOR WOMEN #2
Lynn Bari, Joan Davis, Joan Valerie. Directed by Ricardo Cortez.

In Production

CISCO KID IN CHICAGO
Caesar Romero, Chris-Pin Martin. Directed by H. Bruce Humberstone.

DANCE WITH THE DEVIL
Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan. Directed by Henry Hathaway.

I WAS AN ADVENTURESS
Zorina, Richard Greene, Eric von Stroheim, Peter Lorre. Directed by Gregory Ratoff

TWINKLE TWINKLE LITTLE STAR
Linda Darnell, John Payne, Roland Young, Mary Healy. Directed by Walter Lang.

EARTHBOUND
Warner Baxter, Andrea Leeds, Lynn Bari. Directed by Irving Pichel.

UNITED ARTISTS

Being Edited

A CHUMP AT OXFORD (Roach)*

REBECCA (Selznick)*

TWO'S COMPANY (Roach)*

HOUSE ACROSS THE BAY (Wanger)*

1,000,000 B. C. (Roach)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez. Produced by Alexander Korda.

UNITED ARTISTS (Cont.)

In Production

MY SON, MY SON (Small)*

THE WESTERNER (Goldwyn)*

GREAT DICTATOR
Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

OUR TOWN
Frank Craven, Fay Bainter, Thomas Mitchell. Directed by Sam Wood. Produced by Sol Lesser.

UNIVERSAL

Being Edited

DANGER ON WHEELS*

RIDERS OF PASCO BASIN* (W)

HONEYMOON DEFERRED*

RIVER OF MISSING MEN*

DOUBLE ALIBI*

MY LITTLE CHICKADEE
Mae West, W. C. Fields. Directed by Edward Cline.

In Production

IT'S A DATE
Deanna Durbin, Kay Francis, Lewis Howard. Directed by William Seiter.

BLACK FRIDAY
Boris Karloff, Bela Lugosi. Directed by Arthur Lubin

HOUSE OF THE SEVEN GABLES
Vincent Price, Margaret Lindsay. Directed by Joe May.

ALIAS THE DEACON
Bob Burns. Directed by Richard Wallace.

ENEMY AGENT
Robert Armstrong, Helen Vinson, Richard Cromwell. Directed by Lew Landers.

WARNER BROTHERS

Being Edited

CALLING PHILO VANCE*

TEAR GAS SQUAD*

GAMBLING ON THE HIGH SEAS*

MURDER IN THE AIR*

KING OF THE LUMBERJACKS*

FUGITIVE FROM JUSTICE*

CASTLE ON THE HUDSON*

VIRGINIA CITY (Tech.)*

In Production

MAGIC BULLET*

IT ALL CAME TRUE*

THREE CHEERS FOR THE IRISH*

SATURDAY'S CHILDREN

WE SHALL MEET AGAIN
Merle Oberon, George Brent, Pat O'Brien, Binnie Barnes. Directed by Edmund Goulding.


6 MEN WAITING, while death sat off in the distance, like a vulture in a tree—and every man's thoughts on the woman who had blundered into their hearts!

National Release—Jan. 26th



FAMOUS PRODUCTIONS *presents*

DOUGLAS FAIRBANKS JR. • JOAN BENNETT

in

REEN HELL"

with JOHN HOWARD • ALAN HALE
GEORGE BANCROFT • VINCENT PRICE
and GEORGE SANDERS

Original story and screenplay by MARION FRANCES

Directed by JAMES WHALE

Produced by HARRY EDINGTON

A JAMES WHALE PRODUCTION • A NEW UNIVERSAL PICTURE

Program Exchange

'Tis a Cold Month, But the Splendid Programs Make Our Heart Warm With Gladness

WITH so many programs coming in, it certainly is a Happy New Year so far, and already more than 20 days of the first month of 1940 have passed. We are highly elated that the response from Program Exchange Members has been so splendid, and the programs—well, they're splendid, too. By the way, how has the weather been in your neighborhood? Down around our office it was so cold and windy during the first and second weeks of January we nearly froze running to retrieve our wind-swept headgear.

But we must forget the weather and concentrate on programs. And for the first one we're going to concentrate on, is that issued by Sidney Poppay, manager of the Majestic Theatre, Gettysburg, Pa. His New Year's cover had a green background with white bells and young "1940" in the center. In the bells was such copy as "The Best Show!"—"Meet Your Friends Here!"—"Plenty of Fun!"—"Gala New Year's Eve Midnight Show," etc. It was a good-looking cover. We like Poppay's theatre slogan: "Where Friendly Service Awaits You!"

Another Calendar Program

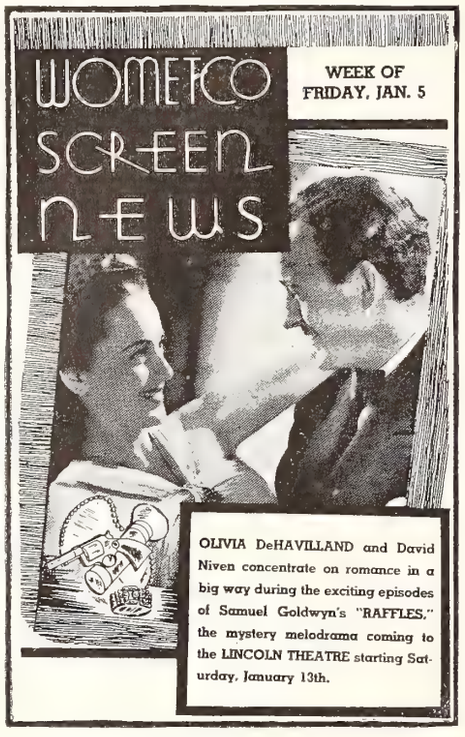
Pardon us while we recover from the surprise—we have received a program from E. T. Landis, manager of the Princess Theatre, Monticello, Iowa. Landis, where have you been all this time? Anyway, the program measures about 6x13. It's the calendar type, with the exception that the dates are listed down the extreme left-hand side, with the attractions placed next to the dates on which they play. On the back is space for the address, two columns of jokes (Sample: "Was that your best girl I saw you with last night?"—"Necks best."), a two-for-one coupon, and a message from Landis to his patrons, part of which is an assurance that "during the coming year we shall constantly strive to furnish you and your family clean, wholesome entertainment."

From here, his program looks comparatively inexpensive, but effective. Its plea to "please hang me up" and "refer to me often" is surely heeded by the majority of Monticello citizens. Let's hear from you again real soon, Landis.

From the Rose Theatre, a new house in Levelland, Texas, comes a fine calendar program. Not only the Rose, but also the Wallace, is operated by W. J. Blankenship. So, appropriately enough, the calendar suffices for both houses. On one side is the Rose's schedule for the month, while on the other is listed the attractions for the Wallace. Neat, eh? We think so. Only the attractions, some in type and others in slug cuts, and institutional copy, are printed in black. All the rest is printed in red on yellow stock. For the exhibitor with two theatres, here's a program idea that's hard to beat.

Last week we reproduced the front cover from W. S. Samuel's program—remember? Better take a look at it and put it in your file, because you may want to create something like it next year. Samuel does some mighty good work in show-selling for the Rex Theatre way down there in Arp, Texas. As a matter of fact, Texas seems to produce more live-wire showmen than any other state in the Union. They're not "Lone Star" exhibitors—they rate at least four or five stars.

Thanks a lot, Enos Langrell, for your New Year's program. The green and red herald is on par with the one Enos got out for his Christmas Eve show at the Reese. And in case you've forgotten where the Reese is located, just ask anybody in Harrington, Del.



Art Focuses Eyes on "Front"

Each week a scene from an outstanding production, together with a captivating caption. That's all—but it makes an eye-catching front cover for Hal Kopplin's Wometco Screen News, issued for the Wometco theatres in Miami. The cover reproduced here featured Samuel Goldwyn's United Artists's release, "Raffles."

Tom Pringle's Safety Slogan

Gosh—we almost forgot! Where's Tom Pringle's latest program? We don't want to miss out on those safety slogans. The Ideal manager from Toronto has this to say: "A tip to drunken drivers . . . Always carry some form of identification in your pocket. It facilitates matters for the police when they untangle your broken, smashed corpse from the wreckage of your car!" That's a little on the gruesome side, but you have to be gruesome to make these careless drivers heed the warning, and even then they laugh.

Pringle asks us to thank Old Doc Layout, our white-haired, rheumatic colleague, for the idea contained in an Advertising Clinic which appeared in STR, December 16. Doc, if you remember, gave his impression of how the cashier, usher, janitor, and projectionists would advertise the show. Pringle adapted this idea to his program under the heading of "Vox Staff" as a selling talk for "Four Feathers." Believe it or not, it looked and sounded mighty good. We'll have to cheer the ailing Doc with the good news.

Just received another copy of The Reminder, that clever "sister" of the calendar program for the Rose and Wallace Theatres, Levelland, Texas. Since we want to conclude this week's discourse on a happy note, we'll quote one of the jokes. Boy, this will leave you laughing. Here it is: "Could you suggest something for a girl friend's birthday?"—"How about book-ends?"—"Just the thing . . . she always reads them before she does the beginning."

And because we're ending instead of beginning, we'll call it a day until next week.

Lucente's Kiddie Matinees Big Because of Presentation Method

Many theatres entertain kiddie matinee features, but the secret in making them break records lies in the manner of presentation. Every night, Dominick Lucente, manager of the Alhambra in Philadelphia, personally broadcasts his message from the stage. With the help of house talent, he erected special displays. The local radio outlets helped reach hundreds of others. Lucente personally did the contacting to make certain the flash news went out as per schedule. Jack Flynn, district manager collaborated on this, one of the best kiddie ideas ever put to use at the theatre.

—Your Application Blank— Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....
Theatre .....
City .....
State .....

Money Dates

FEBRUARY

18th

PHONOGRAPH PATENTED BY EDISON, 1878. Offer a prize for the oldest phonograph in your community. With the current reawakening of interest in the phonograph this should get some interesting lobby displays. Tie up with local music stores. Make use of the fact that your sound equipment is a development of the phonograph.

19th

OHIO ADMITTED TO THE UNION, 1803. This day should be suitably observed by theatres in the Buckeye State in cooperation with local community celebrations.

20th

BETTER SPEECH WEEK. Sponsored by the National Association for American Speech, 174 West 76th St., New York City. Have an elocution contest on your stage in connection with the local schools. Of course, the topic can be some picture which you will shortly play.

22nd

WASHINGTON'S BIRTHDAY. A legal holiday in all states. Charge holiday prices, display flags and play patriotic subjects.

24th

NATIONAL SEW AND SAVE WEEK. Sponsored by the National Needlecraft Bureau, 385 Fifth Ave., New York City. Offer a prize of passes for the best sewing done by the local school sewing classes. Instruction in knitting might be given in the theatre during a morning.

Selling the Picture

FOR BETTER SHOW SELLING
Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Beau Geste	Sept. 16
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	This Issue
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Golden Boy	Sept. 2
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Honeymoon In Bali	Sept. 30
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
Intermezzo, A Love Story	Sept. 23
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Mutiny in the Big House	Sept. 30
Ninotchka	Nov. 4
Nurse Edith Cavell	Sept. 30
Old Maid	Sept. 2
Rains Came	Sept. 16
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
Thunder Afloat	Sept. 23
U-Boat 29	Oct. 7
Under-Pup	Sept. 9
Women, The	Sept. 9

Books on Screen Plays Seen As Business Boon

A plan designed to aid exhibitors in realizing bigger grosses on their pictures has been instituted by the Handel Publishing Company of New York. Under the plan, the company offers a series of publications, beginning with Rudyard Kipling's "The Light That Failed," priced especially to be given as souvenirs to patrons. It offers a dual purpose, Handel executives claim, that of stimulating today's receipts as well as creating a positive reminder of a forthcoming attraction.

As a gift night plan, it is said to have a more direct showmanship appeal and is less costly than many well known merchandising plans. Following "The Light That Failed," produced by Paramount, other well known stories now in production by other major producers will be treated in similar manner.

The books are full-length unabridged editions. In addition to the original story, a complete biography of the star or stars appearing in the photoplay is included, along with a halftone illustration of the principal player, and other illustrations. Handel executives believe that with the plan, alert exhibitors can create many ways in which to stimulate business at the box office.

G. B. Odlum, well known showman, is acting in an advisory capacity in this new department of the Handel Publishing Company.

Teaser Campaign on "U-Boat 29"

"'U-Boat 29' is coming to Chester!" With this copy Charley Crowley of the State in Philadelphia teased his neighborhood. The ad ran outside of the amusement page and resulted in a flood of telephone calls to the newspaper office. The paper had to inform callers that it was a picture due at the State

Double-Barrelled Selling On His Double Horror Show Is Fruitful

Horrors! Double horrors! But don't get scared. We're just expressing amazed pleasure at the swell campaign staged by Eddie Selette, manager of Warners' Albany Theatre, Albany, N. Y., on his double-horror attraction, "The Bride of Frankenstein" and "Dracula's Daughter."

In advance, Eddie (a) placed two 40x60's in the lobby, (b) had a "sandwich" man carrying a double one-sheet around town, (c) used a combination trailer, (d) made announcements from the stage, (e) spotted a slide on the wall (which wall we don't know), (f) had two one-sheets displayed inside the theatre, (g) placed two 22x28's right by the doorman, (h) had an operating table with a wrapped dummy at the inside entrance, and (i) placed a first aid case with false teeth, hair dye, etc., with special copy at the entrance by the doorman.

During the engagement, the house took on an eerie appearance with (a) special front lighted by bunch lights and spots all with green gelatine, (b) the entire front under the marquee all in green lights, (c) eight paper skeletons hanging under the marquee, (d) illuminated skeleton masks strung along the entrance to the theatre with flashers, (e) illuminated skeleton mask in the box office window, (f) the dummy and operating table out on the sidewalk, (g) two headless dummies at each side of the box office, (h) green flares at sidewalk's curb at night, (i) entire theatre walls and ceiling in green light, (j) entire lobby in green lights, (k) first aid case near box office, and (l) cashiers, ushers and doormen all in nurses' and internes' uniforms.

Eddie (a) put on a swell campaign and (b) did the business.

A Rose to Every Lady . . .

200,000 free circulation was copped by Edgar Wolf of the Wynne Theatre in Philadelphia when he broke into Cecil Pennyfeather's columns with the announcement that he was giving away a beautiful rose to every lady patron during the celebration of the theatre's 12th anniversary. P.S.—The women responded!



Conference of MGM Field Men on "Gone With the Wind"

Exploitation policy for "Gone With the Wind" and other Metro-Goldwyn-Mayer releases was discussed by William R. Ferguson, exploitation manager, who presided, at a one-day conference of M-G-M's American and Canadian field representatives, in the South Garden of the Hotel Astor, last week.

Ferguson spoke about press books, advertising accessories, and publicity in connection with exploitation of "GWTW."

Part of the campaign will feature a nation-wide tour during which original costumes used in the filming of the picture, as well as artists' sketches and designs from which they were created, will be exhibited in leading department stores and salons in connection with the film's engagements.

The costumes and other material will be moved from city to city in a van with specially constructed racks for the period apparel. The tour will be conducted by Capt. Volney Phifer and his wife, Mrs. Eloise Phifer, with Paul Kamey, publicity man, in advance of the caravan.

The tour was scheduled to begin in Philadelphia, Jan. 16, just prior to the film's engagements there at the Boyd and Earle Theatres, with Baltimore and Washington scheduled as the next stops. The tour will continue for at least six months.

In the photo above: front row, left to right: Miss Pat Reis, representing Howard Dietz; Jack Peters, Donahue & Coe, ad. agency; J. J. Flynn, home office; W. R. Ferguson; Eddie Carrier and Mel Heymann, home office.

Extreme left, front to rear: H. W. Lambert, Omaha and Des Moines; Warren Slee, Detroit; Harold Marshall, Indianapolis; Charles Baron, Pittsburgh; Dewey Bloom, Toronto, Canada; N. E. Beck, San Francisco; James Shiller, Los Angeles; Claud Morris, St. Louis.

Left inside table, rear to front: J. E. Watson, Cincinnati; William Parker, Seatle; Ernest Van Pelt, Salt Lake City; C. C. Deardourff, Cleveland; W. G. Bishop, Chicago.

Outside right at table, front to rear: C. K. Stern, assistant treasurer Loew's, Inc.; Morris Abrams, Minneapolis; Louis Orlove, Milwaukee; Paul Kamey, home office; Irving Waterstreet, Kansas City; A. L. Burka, Charlotte; Jack Walsh, Albany.

Inside table, right, rear to front: Jack Gilmore, Buffalo; James Ashcraft, Philadelphia; Carlton Duffus, Washington, D. C.; Capt. Volney Phifer, home office; Elliott Foremen, New York; Bert McKenzie, Boston and New Haven; Norman Pyle, Chicago.

The Box Office Slant

The Invisible Man Returns

(Hollywood Preview)

Univ. DRAMA 81½ mins.

(Nat'l Release, Jan. 12)

Credits: Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton, Cecil Kellaway, Alan Napier, Forrester Harvey, Billy Bevan, Frank O'Connor and others. Screenplay by Lester Cole and Kurt Siodmak from a story by Joe May and Kurt Siodmak, a sequel to H. G. Wells' "The Invisible Man." Directed by Joe May. Associate Producer, Ken Goldsmith.

Plot: Sutton, young scientist, rediscovers the formula used by his older brother to render a man invisible. He uses it—as a last resort—to save Price, his friend, and Nan Grey's fiance, convicted of his brother's murder. Feverishly, he seeks the antidote, knowing his friend will quickly go mad unless he finds it. Bevan, Price's guard, is imprisoned; Kellaway, Scotland Yarder, is assigned to retake Price. By prearrangement, Nan meets Price at Harvey's cottage. Almost trapped, he escapes to force a confession from Napier that he gave false testimony. He also foils the attempt of Hardwicke, heir presumptive and Nan's suitor, to have her expose him. Again trapped when Kellaway fills the house with smoke, he pursues Hardwicke through the colliery, and is wounded in a battle which leads to Hardwicke's death, after confessing. Wounded and exhausted, he finally reaches Sutton's quarters. The hoped-to-be antidote fails. A blood transfusion is made, so as to try and operate; and they learn blood itself is the needed antidote.

Comment: Vastly improved photography, a story to keep an audience on the seat's edge most of the time and good casting make this a picture which should outstrip its predecessor of 7 years ago, with a final camera illusion that will bring gasps. Vincent Price—only a voice for most scenes—scores a definite hit; and the work of Hardwicke, Napies, Sutton and Kellaway, rate high praise. Nan Grey gets the most out of the short leading woman's role. Credit equal to that accorded the players belongs to John P. Fulton, who handled special effects, and Cameraman Milton Krasner. Hit the public library and private lending establishments early with book marks calling attention to H. G. Wells' story, and this new picture based on it. See the promotion department of your newspaper about cooperative page or pages of advertising, the idea back of the copy used being that "'The Invisible Man' on the Blank Theatre's screen is the only man who doesn't need, etc." A campaign which will start youngsters and older folk saving your own inexpensively printed herald can be set by ringing one letter on each give-away with a circle printed in a second color. Announce that anyone collecting enough of these to spell out "The Invisible Man" will be given two tickets to see the picture.

(ADULT)

Catchline: "You'll call your eyes liars."

AUDIENCE SLANT: TRICK PHOTOGRAPHY AND THE SUSPENSE OF THE STORY WILL KEEP THEM ON THE EDGES OF THEIR SEATS.

BOX OFFICE SLANT: WILL REWARD ANY EXTRA EFFORT EXPENDED IN SELLING ESPECIALLY WHERE THEY LIKE THRILLER STUFF.

Legion of Decency Ratings:

(For Week Ending Jan. 20)

SUITABLE FOR GENERAL PATRONAGE

Heroes of the Saddle — Hour of Destiny
Opened by Mistake — Young as You Feel

SUITABLE FOR ADULTS ONLY

Congo Maisie — Framed
French Without Tears

OBJECTIONABLE IN PARTS

Slightly Honorable

Green Hell

Univ. DRAMA 88 mins.

(Nat'l Release, Jan. 26)

Credits: Douglas Fairbanks, Jr., Joan Bennett, John Howard, Alan Hale, George Bancroft, Vincent Price, George Sanders, Gene Garrick, Francis MacDonald. Original screenplay by Frances Marion. Directed by James Whale. Produced by Harry Edington.

Plot: Fairbanks, Howard, Hale, Bancroft Price, Sanders and Garrick go on an expedition into the South American jungles to seek an ancient civilization and its supposedly lost treasures. Price is killed by an Indian and help is sent to get serum before he dies. The guides bring back his wife, Joan Bennett. Practically all of the men fall in love with her and are loath to have her go. But she loves Fairbanks and he loves her. However, the others feel that he should devote himself to the expedition. The Indians attack them but just in time their guides return and drive off the attackers and everything ends well.

Comment: This is a sad attempt at melodrama because of the presence in the cast of fine actors worthy of much better parts. The story is of the ten-twent'-thirt' variety with too much hokum to be plausible. Joan Bennett arrives in the jungle fastnesses with an array of gowns worthy of being listed in the credits (and they are). It's always full moon in South America apparently especialy when Joan Bennett stands on the porch. (It looks like an electric one). The marines in the shape of deserting porters arrive back on the scene just in time but we were unable to figure out what brought them back. Decorate the lobby in jungle effect with plenty of greens. (FAMILY)

Catchline: "Daring trail blazers of untrod jungles forging a new page of human history."

AUDIENCE SLANT: THE LACK OF ACTION IN THE FIRST HALF OF THE PICTURE AND IMPLAUSIBILITIES OF THE PLOT AND SETTINGS IN THE REST OF IT MAY CAUSE IT TOUGH SLEDDING IN SOME SPOTS.

BOX OFFICE SLANT: THE NAMES SHOULD BRING THEM IN.

Ticket Service!
Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 608, 723 7th Ave., N.Y.C. Bryant 9-7532

Congo Maisie

(Hollywood Preview)

MGM COMEDY-DRAMA 70 mins.

(Nat'l Release, Jan. 19)

Credits: Ann Sothern, John Carroll, Rita Johnson, Shepperd Strudwick, J. M. Kerrigan, E. E. Clive, Everett Brown and others. Based on the book "Congo Landing" by Wilson Collison. Screenplay by Mary C. McCall, Jr. Directed by Henry C. Potter. Produced by J. Walter Ruben.

Plot: Ann Sothern, an American showgirl, stranded in Africa, flees a hotel bill and stows away on a river steamer. On board she meets John Carroll, an ex-doctor who has become a rubber planter. The boiler bursts, so the captain, J. M. Kerrigan, puts his two passengers ashore, and they are forced to seek shelter in a medical station run by Shepperd Strudwick and his bride, Rita Johnson, but formerly run by Carroll. Ann assists Carroll when Strudwick is stricken with an emergency appendectomy, and also helps him quell the natives when the witch doctors gain control. The operation makes Carroll realize that he belongs to medicine, so he decides to stay, but only if Ann will stay with him, which she does.

Comment: This picture should establish the "Maisie" series at the box-office, as it not only maintains the high standard set by the first one, but it boasts of more hokum, crackling good humor, and diverting situations than its predecessor, and is a grand piece of entertainment. Ann Sothern again handles the portrayal of the wisecracking heroine with marked ability, and no small credit is due Mary McCall, Jr., the scenarist, for her excellent dialogue which will keep your ears peeled for every word. Henry C. Potter's direction is fast, capitalizing the entertainment elements capably, and the supporting cast, headed by John Carroll, Rita Johnson and Shepperd Strudwick, all turn in fine portrayals. For exploitation see Showmanalysis on opposite page.

(FAMILY)

Catchline: "Stranded in Africa . . . she found her dream man among the natives."

AUDIENCE SLANT: PLENTY OF GOOD HUMOR AND DIVERTING SITUATIONS TO MAKE IT A GRAND PIECE OF ENTERTAINMENT.

BOX OFFICE SLANT: SHOULD ESTABLISH THE "MAISIE" SERIES AND BRING A STEADY FOLLOWING.

The Man Who Wouldn't Talk

(Hollywood Preview)

20th-Fox DRAMA 61 mins.

(Prod. No. 30—Nat'l Release, Feb. 2)

Credits: Lloyd Nolan, Jean Rogers, Richard Clarke, Onslow Stevens, Mae Marsh, Elizabeth Risdon, Irving Bacon and others. Screenplay by Robert Ellis, Helen Logan, Lester Ziffren and Edward Ettinger, based on the play, "The Valiant" by Robert M. Middlemass and Holworthy Hall. Directed by David Burton. Executive producer, Sol M. Wurtzel.

Plot: Nolan, a South American miner, confesses to killing Stevens, gives an obviously phoney name and offers no additional information, even to his attorney, Clarke. Ian Rogers, to satisfy her mother,

(Continued on page 14)

Better Heed Maisie's Advice—Far Be It From Us to Contradict Her



SINCE last June we'll bet that most exhibitors who played "Maisie" have been hearing such remarks among their patrons as "Wonder when another 'Maisie' picture's coming out?"—"Ya know, that 'Maisie' was one o' the best pictures I've seen in a long time."

Even though we are not around a theatre as much as we used to be, at least not in an official capacity, we still hear "Maisie" referred to time and again. Multiply our observations by the effect that must have been created by this new screen character all over the country and you have an excellent idea of the enthusiastic way in which she was received. "Maisie" is a trade-mark, if we may refer to it in that manner, that seems to be as well known to most American homes as the brand of cereal Junior consumes for breakfast.

Well, your patrons are due for another "Maisie" picture just as soon as you can get a date for it confirmed. This time it's "Congo Maisie" with the same actress portraying the character—Ann Sothern. If you were skeptical about the first film, you know by now how well it "caught on." And you know, too, that it's going to be smart showmanship to get 'em all steamed up about "the blonde bombshell" well in advance, so that during the run of "Congo Maisie" most of the population will be in your theatre.

The teaser element is worthy of serious consideration. Don't confine it to your ads. Outside the newspaper and your programs, begin teasing the public early. Get out tack cards with copy in black block letters announcing that "the amazing 'Maisie' is coming again—'Congo Maisie'—the super sequel to 1939's surprise hit." The figure of Ann Sothern shown in one-sheet "C" or in the 24-sheet has been taken from the set of stills. Look over the stills at your exchange, choose the one you believe most typifies "Maisie" (or rather "Congo Maisie") and plant several of them in windows all over town with only this additional copy: "You asked for her again—you'll see her soon."

You could utilize that silhouette in Ad Mat A31 as the illustration for a blotter giveaway. In addition to the title and playdate information, copy like this might be used: "Men fall for me faster than this blotter absorbs ink." A message from "Congo Maisie" (you'll find several of her sayings in the ad section of the press book) could be printed in reverse on the "blot" side of the blotter and legible only when held to a mirror. Or, the invisible ink idea might be used for giveaways in which the card is heated and the message appears.



Search for "Congo Maisie"

For use in the newspapers, in your programs, or as a throwaway, the "find 'Congo Maisie'" cartoon reproduced here is swell selling ammunition. There's more about it in the press book. Just to prove she's really there, we've outlined the girl's figure.

Congo Maisie

An SRB Showmanalysis (REG. U. S. PAT. OFF.)

For your teaser ads, we'd suggest incorporating the "Congo Maisie says—" idea. If you can think of some clever quips to add to those in the press book—quips that will bring in your theatre and playdate—by all means use them. In any event, get the town talking even before you launch your regular selling campaign.

The setting of this picture is the tropics, and since in all probability you'll be playing it during the cold winter months, any stunts you create involving the background will attract more than just passing attention. For example, the front of your theatre dressed in tropical trappings while the thermometer registers freezing will make 'em stop to see what it's all about. You can't serve iced drinks in the foyer or mezzanine, of course, but hot drinks might do just as well. Each drink could be referred to as a "Congo Maisie." Restaurants and soda fountains around town could feature a "Congo Maisie" special.

For placement in parked automobiles, have several cards printed, bearing copy to the effect that "I'm back again in new love adventures in the tropics . . . come on over to the Blank Theatre and see me in the year's happy, howling hit—'Congo Maisie'." To add an air of mystery, to have motorists guessing, you might use copy in regular hand-written style, like this: "Was here to meet you, but you were gone. You can still make a date with me by calling (theatre's telephone number)—C. M." Of course, when the motorist, or anyone else, calls the theatre, the cashier or office girl should tell him that "your date will be Monday, Tuesday or Wednesday at the Blank Theatre with 'Congo Maisie'." Following this should be a plug for the picture.

If the weather is ideal in your locality, you can have an attractive blonde, attired as nearly like the character in the picture as possible, visit stores and business offices around the business district, giving out heralds. If it's cold, have the girl stationed in the lobby or foyer of the theatre.

In the lobby, erect a large "eye" display. Your artist can get the details necessary for this reproduction by consulting an occulist. Copy to go alongside, or on, the display, should read: "This eye never closes for fear it might miss 'Congo Maisie'." Local optometrists or oculists might be contacted to cooperate with you on an "eyes have it" tieup. "Poor eyesight," the tie-up copy might read, "can cause you to miss much of the laughter and thrills of 'Congo Maisie' . . . have your eyes examined now. Or you might set up an eye-examination clinic in the lobby on the theory that "you can't be optimistic about 'Congo Maisie' with misty optics . . . let us examine your eyes free."

Taking a cue from the newspaper weather reports, you could, with the paper's permission, plant your own "weather report" by predicting that a "heat wave" is on the way.

Get local amateur fashion designers to sketch the attire they believe "Congo Maisie" should wear to be properly dressed for the jungle. You can invite fashion designers from various women's shops to submit their own sketches, and then have a group of feminine judges choose the "styles" they think most suitable. Perhaps very few people are interested these days in correct jungle attire, but the stunt will net both the participating stores and your theatre some neat publicity.

At the start of this Showmanalysis we mentioned the figure of Ann Sothern in the 24-sheet. Think how it would draw the folks to your box office if placed atop the marquee at either end. Also, in using stills for your front display, make use of the "Maisie says—" captions.

When 900 letters a day are received by MGM asking for the return of "Maisie," it can mean only one thing—she's the public's delight, and a valuable box office property. So don't let her slip into town—blow a big fanfare.

Screenplay by Mary C. McCall, Jr. Based on the book, "Congo Landing," by Wilson Collison. Directed by H. C. Potter. Produced by J. Walter Ruben.

HERE'S READY MONEY FOR ALL SHOWMEN

A PETITION BY THE FRIENDS OF WILLIAM S. HART



(Date)

To—
ASTOR PICTURES CORPORATION
130 West 46th Street
New York, N. Y.

We, the undersigned, loyal and true friends of that great actor, William S. Hart, hereby request that you make it possible for us and other residents of

(Town)

to see his great production "TUMBLEWEEDS" in which we SEE our favorite on the screen for the LAST time, and hear him SPEAK from the screen for the FIRST time

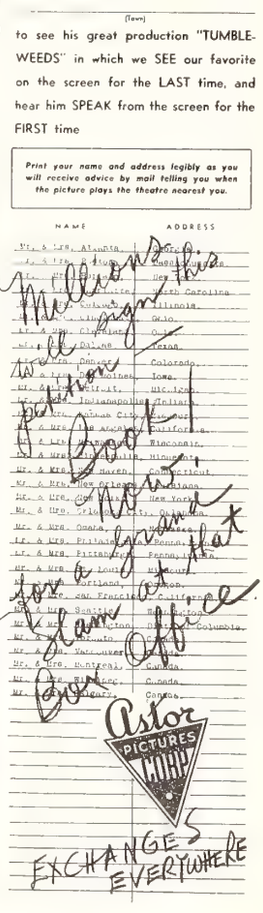
Print your name and address legibly as you will receive advice by mail telling you when the picture plays the theatre nearest you.













SEND FOR SUPPLY OF PETITIONS DIRECT

You'll be surprised at the eagerness of thousands of your fans to see

"TUMBLEWEEDS"

The Box Office Slant

Man Who Wouldn't Talk

(Continued from page 12)

Mae Marsh, visits the accused, trying to prove him her long-lost brother. This he denies, but says he served in the same regiment and saw him die. She and Clarke check the war department records for survivors. The prosecution reaches Bacon first and his testimony identifies Nolan as the girl's brother and a convicted spy. Elizabeth Risdon, only woman jury member, is the lone vote against conviction. A surprise witness appears in a former German spy who establishes Stevens as the real spy. Nolan then takes the stand, is cleared and reunited with his mother and sister as a hero.

Comment: Snail-pace action for a great majority of the scenes, indirect contrast to what Nolan's fans have been accustomed to from him, a transparent plot and an entire absence of romance make this picture one which will do for nothing stronger than a supporting position on some bill with a bright, action-filled top feature. In its favor, and a credit to the players and Director Burton, who got everything he could out of the story, are a number of clearly drawn minor characters. Notable among them are Elizabeth Risdon's dissenting juror, Paul Stanton's prosecutor and Selmer Jackson's bit as a blind World War veteran. Nolan is much handicapped by the lack of action, with at least a third of his time before the camera calling for sitting still and looking sullen. Jean Rogers gives charm to the sister's part and Clarke plays a straight role as the defender. Featuring this as a story dealing with espionage, to give it whatever timeliness possible, should help and you can also plug the appearance of Mae Marsh, silent days star, as the mother. Direct circularization of World War veterans' organizations is another likely step to interest in advance. **(ADULT)**

Catchline: "The drama of a man who chose death in wilful silence."

AUDIENCE SLANT: SLOW PACE THROUGHOUT, ESPECIALLY TO NOLAN FANS, WILL HARDLY BE IN ITS FAVOR.

BOX OFFICE SLANT: CAST IS ALL THERE IS.

The Saint's Double Trouble

(Hollywood Preview)

RKO DRAMA 69 mins.

(Nat'l Release, March 8)

Credits: George Sanders, Helene Whitney, Jonathan Hale, Bela Lugosi, Donald MacBride and others. From the story by Leslie Charteris. Screenplay by Ben Holmes. Directed by Jack Hively. Produced by Cliff Reid.

Plot: George Sanders, the Saint, is on the trail of a gang of jewel smugglers, the leader of which is a perfect double of himself. Sanders' efforts to turn the tables and pose as his adversary are not so successful, and though they lead him to a triumphant climax, it is not until he is forced to clear up three murders he is suspected of committing.

Comment: If your audience doesn't take this one too seriously, the confusing sequences with two Saints running loose will pass okay. George Sanders gives a good performance as both the Saint and his double, but who is who and which is which, will fool almost everyone seeing the picture until the final fadeout. However, if the Saint series is established in your theatre, these complications will do no harm, as the film is well paced and suspenseful to the very end. Jack Hively's direction, under Cliff Reid's production guidance, is way above the story material. The supporting cast carry their parts well, with a standout performance by Jonathan Hale. The Saint stories are well known, so check with your local book shop and arrange window displays and cooperative advertising. **(FAMILY)**

Catchline: "Another episode in the amazing adventures of the Saint."

AUDIENCE SLANT: A LITTLE TOO COMPLICATED FOR THE AVERAGE AUDIENCE.

BOX OFFICE SLANT: OKAY FOR THE THEATRES WHERE THE SERIES IS ESTABLISHED.

Son of Ingagi

Sack DRAMA 66 mins.

(Nat'l Release, Jan. 15)

Credits: Alfred Grant, Daisy Bufford, Laura Bowman, Arthur Ray, Zack Williams, Earl J. Morris, Spencer Williams, Jr., Jesse Graves and the Four Toppers. Story by Spencer Williams, Jr., and Richard C. Kahn. Directed by Richard C. Kahn. Produced by Hollywood Productions.

Plot: Laura Bowman, a missionary from South Africa, brings back with her a jungle man, Williams, who she keeps in the basement of her home. Having known and loved the parents of Daisy Bufford, just married to Alfred Grant, she plans to give some of her wealth to the couple. But the ape-man murders her. By the terms of the will, the young couple move into Laura's home. There are more murders, until the murderer is discovered and the house burned down with him in it.

Comment: In Negro houses, this film should draw them in and please. There are a few implausibilities here and there and much of the acting is stilted—drawbacks which will probably be overlooked by the audiences who will see the picture. Laura Bowman, as the miserly old woman doctor, is the most convincing character; but the jungle man gets her out of the way half-way through the picture. Director Kahn might have tightened a few of his scenes, thus speeding maters along; but again, this is a drawback that may be overlooked. Be sure Negro residents know of your showing. Distribute heralds through their various clubs and organizations. Place window cards in all business establishments in the Negro section. **(ADULT)**

Catchline: "A yong bride at the mercy of an ape-man monster."

AUDIENCE SLANT: IT SHOULD BE SATISFYING ENTERTAINMENT TO COLORED AUDIENCES.

BOX OFFICE SLANT: IT SHOULD DRAW WELL IN COMMUNITIES PREDOMINATELY NEGRO, OR IN NEGRO SECTIONS.

Note: For booking information, write Sack Amusement Company at any one of the offices nearest you —Dallas, Atlanta, Chicago, New York.

Oh Johnny, How You Can Love

Univ. COMEDY 64 mins.

(Prod. No. not set—Nat'l Release, Jan. 5)

Credits: Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek, Isabel Jewell, Horace MacMahon, Betty Jane Rhodes, Joe Downing. Screenplay by Arthur T. Horman. Original story by Edwin Rutt. Directed by Charles Lamont. Associate Producer, Ken Goldsmith.

Plot: Brown, traveling salesman, meets Peggy Moran, on her way to New York. They get in the midst of a battle between gangsters and police, and are forced to let Jenkins, a hoodlum, ride with them. Eventually at a road camp, Brown and Peggy fall in love, at the same time freeing themselves from Jenkins and his henchmen, who were trying for a "cut" of the award offered for Peggy, labeled as kidnapped in the newspapers.

Comment: Here is a pleasantly diverting comedy for the family trade. The plot is

"Hell's Angels" New Version Still a Great Air Spectacle

Dressed up with a prologue and with color added to certain scenes, "Hell's Angels" is still a powerful box office picture supercharged with exceptional exploitation angles and selling slants. In fact, it may now be considered a greater picture than ever before because of the way it has been speeded up.

Properly sold, "Hell's Angels" should give an excellent account of itself at the box office of any theatre regardless of run. Its 100 minutes unfold a fast-moving story of the air, told in a manner that should hold the audience from beginning to end.

The picture is being distributed by Bob Savini of Astor Pictures through Astor's exchange affiliations and opens in New York at the Rialto Theatre.

thin, to be sure, but it moves briskly along a national highway to a road camp, thanks to Charles Lamont's capable direction. Most of the laughs can be attributed to Allen Jenkins, Donald Meek, and Juanita Quigley. Peggy Moran is an atractive "hitch-hiker on skates" and does well, along with Tom Brown, as the second part of the romantic duo. The film takes its title from the song of the same name, with Betty Jane Rhodes vocalizing the number now ranking near the top in the Hit Parade. Other songs include "Swing, Chariot, Swing" and "Maybe You Like What I Like." The picture is light and gay, just the sort of thing to amuse average audiences. Your campaign should be keyed to cash in on the popularity of the title song. Use a sound truck ballyhoo, playing the "Oh, Johnny" recording, occasionally interspersed with a plug for your showing. Place a peep-box display in the lobby featuring the "hilarious lowdown" to the question, "What's he got that makes the girls say (title)?" **(FAMILY)**

Catchline: "A runaway romance that turns into a riot of fun and fireworks."

AUDIENCE SLANT: GOOD DIVERSION FOR THE FAMILY TRADE.

BOX OFFICE SLANT: WITH INTEREST IN THE TITLE SONG AT FEVER PITCH, THE PICTURE SHOULD DRAW MORE THAN IT WOULD OTHERWISE WITHOUT THE TITLE. IN SOME SITUATIONS, HOWEVER IT WILL NEED THE SUPPORT OF A STRONGER FEATURE.

My Son Is Guilty

Col. **DRAMA** **63 mins.**

(Nat'l Release, Dec. 23)

Credits: Bruce Cabot, Jacqueline Wells, Harry Carey, Glenn Ford, Wynne Gibson, others. Screenplay by Harry Shumate and Joseph Carole. Story by Karl Brown. Directed by Charles Barton.

Plot: Harry Carey is a policeman in Hell's Kitchen. When his son comes out of prison, Carey tries to get him to go straight, but Cabot, the son, has other ideas. However, he gets a job in the police radio station so that he can help his gang pull a holdup. He kills a policeman sent to trail him and Carey himself, shoots his own son when Cabot pulls a gun on him.

Comment: This is just program fare with a story that Columbia has done before. The end of it is obvious from the very beginning and it's just a question of how long the picture is going to take to tell the story that the audience knows already. Harry Carey, though the real star of the picture gets third billing but you can afford to plug him hard after his fine showing in "Mr. Smith Goes To Washington." If gangster pictures are favorites in your vicinity put this one over as a gangster picture with a punch. Otherwise, play on the father-son angle with newspaper contests on the best essays covering the subject of what the writer would do if he were a cop and his son a crook. Many of the stills provide good tieups with local stores. **(FAMILY)**

Catchline: "Hunted by the most merciless cop on the force—his own father."

AUDIENCE SLANT: JUST FAIR ENTERTAINMENT WITH A TOO OBVIOUS PLOT WHICH MAY MAKE THE AUDIENCE IMPATIENT FOR THE INEVITABLE END.

BOX OFFICE SLANT: NEEDS PLENTY IN THE WAY OF ADDED ATTRACTIONS.

The Fatal Hour

Mono. **MYSTERY-DRAMA** **68 mins.**

(Prod. No. 3907—Nat'l Release, Jan. 15)

Credits: Boris Karloff, Grant Withers, Marjorie Reynolds, Charles Trowbridge, John Hamilton, Craig Reynolds, Jack Kennedy, Lita Cheveret, Frank Puglia, others. Screenplay by Scott Darling. Story by Joseph West. Based on the "James Lee Wong" stories by Hugh Wiley. Directed by William Nigh. Produced by William T. Lachey.

Plot: The murder of a detective acting in a smuggling case involving Chinese jewelry prompts Withers, police captain, to call in Karloff, Chinese detective. Facts gathered by Karloff and Marjorie Reynolds, newspaperwoman, show that Puglia, night club owner, is in on the smuggling with Hamilton, jeweler. Lita Cheveret, one of Puglia's entertainers, knows too much and is killed. The same fate befalls Hamilton. And to make it a foursome, Jason Robards, a radio performer who had evidence, also is "erased." Wong learns the murder of Lita was accomplished ingeniously through the aid of a remote control receiving set. He confronts the murderer.

Comment: Skilled theatre armchair detectives will probably have the murderer pegged long before Wong, but they'll enjoy learning why he killed his victims and how he "covered" himself. And that fact makes "The Fatal Hour" pleasing film fare for the masses. Monogram seems to endow the Wong pictures with all the "trimmings" for the detective's latest adventure is a first-rate program picture in all departments—acting, direction and production. Although Wong dispenses with Chinese maxims, the character, as played by Karloff, is an individual who talks little but listens and accomplishes much. Grant Withers, the harassed captain whose murder cases overlap one another, Marjorie Reynolds, Charles Trowbridge, Craig Reynolds and Frank Puglia, are uniformly good. Since a radio with remote control figures in the plot, it should be easy to arrange tieups with local dealers. In the lobby place a circular disc, with photos of the suspects around the edge. Let patrons spin an indicator, with an attendant recording their names and the names of the characters on which the indicator stopped. Later, passes can be mailed to the winners. **(FAMILY)**

Catchline: "Smuggling . . . murders . . . Wong's most baffling case."

AUDIENCE SLANT: GOOD MYSTERY FOR THE MASSES.

BOX OFFICE SLANT: PLAYED ON FAMILY NIGHT OR ON A WEEKEND, IT SHOULD GIVE A CREDITABLE ACCOUNT OF ITSELF.

Heroes of the Saddle

Republic **WESTERN** **56 mins.**

(Prod. No. 963—Nat'l Release, Jan. 12)

Credits: Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons, Loretta Weaver, Byron Foulger, and others. Directed by William Witney from the original screenplay by Jack Nateford. Based on the characters created by William

(Continued on page 20)



The Short Subject

IN THE SHORT SHOPS

MGM

Selected in a recent poll as one of Hollywood's younger players who will achieve stardom in 1940, Tom Neal was cast for the leading role in the newest "Crime Does Not Pay" subject "Jackpot." Neal's first roles, were in the Crime Does Not Pay shorts. Right on the heels of her portrayal in a recent "Crime Does Not Pay" subject, "Think First," Ann Morriss has also been rewarded with a principal role in "Jackpot."

With Alfalfa Switzer more interested in spring fever but more involved with spring cleaning, the latest Our Gang comedy "In Love Again," got under way this week. The one-reel comedy, directed by Edward Cahn, is the story of Our Gang's leading man and his romance with Darla, brought on by the spring. Other members of the gang, Mickey, Spanky, Buckwheat, and Butch, share the important roles. Others in the cast are Barbara Bedford, Hank Mann, Claire MacDowell, Billy Newall, and William Tannen. Jack Chertok and Richard Goldstone produce from a script by Hal Law and Robert McGowan. Sid Sidman is assistant director and Clyde DeVinna is the cameraman.

The "search-the-country-over" for the perfect American voice to speak the words of the Flag in the two-reel Technicolor Special, "The Flag Speaks," ended up right where it started—on the MGM lot. And the perfect American voice is that of John Nesbitt, originator of the dramatic Passing Parade series. Thousands of voices were heard by Director David Miller and Producers Jack Chertok and Richard Goldstone, but none seemed to fill the bill. Yesterday, the same trio listened to several of Nesbitt's shorts and decided that his was the perfect voice. Nesbitt starts recording the voice of the Flag immediately to meet the film's early February release.

Vitaphone

William McGann has been signed to direct the first two featurets in the new series featuring Elsa Maxwell and titled "How To Get Fun Out Of Life." "Riding Into Society" will be the first picture in the group and is scheduled to start shooting on Jan. 22. "How To Give A Party" will follow immediately. Gordon Hollingshead is supervising the series.

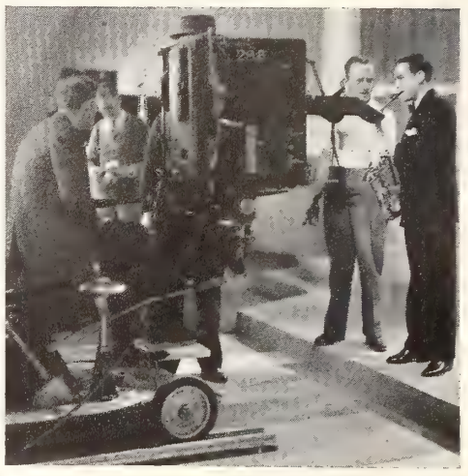
Columbia

Buster Keaton's second two-reel comedy, "Rolling Down to Reno," was completed this week. Its gags are strung along a 3,000-mile railroad journey, and the yarn was scripted by Keaton and Clyde Bruckman. Dorothy Appleby was the star's leading lady. Vernon Dent, Eva McKenzie, Johnny Tyrrell, Snowflake and Richard Fiske head the supporting cast, and Jules White both produced and directed.

Charlie Chase's second comedy of the month finds him a demon stamp collector. The story is by Harry Edwards and Elwood Ullman, and for philatelic props the studio will borrow the extensive stamp collection of Loretta Young, now at Columbia for a feature-length comedy, "The Doctor Takes A Wife."

"A-Plumbing We Will Go" has just been agreed upon as the final release title for the recently completed Three Stooges plumbers' comedy. Bess Flowers, Lorna Gray, Monte Collins, Eddie Laughton and Wilson Benge play supporting parts. The comedy will be ready for preview next week.

A new Charlie Chase comedy of domestic mixups goes before the cameras this week, with Ann Doran, Arthur Q. Bryan, Helen Lynd, Richard Fiske and Linda Winters in supporting roles. Harry Edwards and Elwood Ullman wrote the screenplay, Del Lord directs, and the production credit is shared by Lord and Hugh McCollum.



Preparing Dorsey for Scene

Here's news for your swing fans, so let them know about it. Jimmy Dorsey will soon be seen in a Paramount Headliner, "Jimmy Dorsey and His Orchestra." Here is Director Leslie Roush preparing the band leader for one of the scenes for the subject, now in production at Long Island City.

"Drunken Driving" Accorded 1939 Award of Traffic Safety Group

The 1939 award of the Motion Picture Traffic Safety Committee has been won by Metro-Goldwyn-Mayer for its short subject, "Drunk Driving," an October release. The award is made yearly to the film which "most effectively encourages safer use of the streets and highways."

The trophy signalling the award was presented to Art Schmidt of the New York Loew theatre department, at the annual convention of the National Safety Congress, in Atlantic City recently. Leslie Simonson, traffic engineer for the city of Chicago, made the presentation.

All civic and fraternal organizations cooperating with the Traffic Safety Committee throughout the country will aid in exploitation and publicizing of the picture.

Delivery Trucks Are Bannered in Tieup with Canada Dry on Short

The home office publicity department of RKO Theatres, Harry Mandel, director, tied-in with Canada Dry Ginger Ale, radio sponsor of "Information Please," to carry banners on their trucks for the metropolitan playdates of the short.

Fifty-four delivery trucks displayed date strips in a prominent position on the upper front of the trucks a full week in advance of the playdates. Valuable advertising accrued as a result of the tie-in for RKO Theatre box-offices in Manhattan, Bronx, Westchester, Brooklyn, Queens and Long Island.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 20)

PARAMOUNT—Military ski demonstration at Fort Brady, Mich.; Frank Garnett's hat in ring; Adventurers off to Bahamas; Quadruplets in Jasper, Ala.; Chamberlain inspects B.E.F.; Duchess of Windsor furthers shipment of supplies; War fashion from Paris; B.E.F. men home on leave; Business goes on in Finland; Pope Pius visits Royal Palace; Venzke wins mile classic; Hockey, N. Y. Rangers vs. Toronto Maple Leafs: Bobsledding at Lake Placid, N. Y.

MOVIETONE (Vol. 23, No. 38)—War in Finland; King Gustav prepares Sweden for war; Belgium prepares defenses; Holland on the alert; Big guns on Western Front; French ski troops train; French women work in aviation factories; Mass celebrated along Maginot Line; Father O'Hara named Bishop of Milan; Supreme War Council in France; Pope Pius visits Royal Palace; Rumanian King warns Russia; Duchess of Windsor works for Red Cross; New dance at Stork Club; Bathing beauties in Florida; Skiing in Lapland.

NEWS OF THE DAY (Vol. 11, No. 236)—War in Finland; Guns roar on Western Front; Mass along Maginot Line; Chamberlain at Front; Duchess of Windsor with Red Cross; Pope Pius visits Royal Palace (except Indiarapolis, Memphis and New Orleans); Bishop O'Hara made Bishop of Milan (Indianapolis only); Mississippi hails new Governor (Memphis and New Orleans only); Quadruplets at Jasper, Ala.; Greenbay Packers vs. All Stars.

PATHE (Vol. 11, No. 53)—War in Finland; Pope Pius visits Royal Palace; Earl Browder on trial; Princess Juliana ice skating; Siege guns on Western Front; Twenty-one leave for island Utopia.

UNIVERSAL (Vol. 12, No. 842)—War in Finland; Submarine Ursula returns from victory; Leslie Hore-Belisha retires from Cabinet; Canadian troops arrive in England; French artillery on Western Front; Duchess of Windsor with Red Cross; French women work in aviation factories; Quadruplets in Jasper, Ala.; Pope Pius visits Royal Palace; Sun tan salon at Miami Beach; Green Bay Packers vs. All Stars; Tonato wrestling match.

(Released Wednesday, January 17)

PARAMOUNT (No. 40)—Marines embark for war games; Bomb plot round-up by G-Men; Wrestler arrives for matches; 91 die in mine blast; Fashions in hats; Scenes from Finland.

MOVIETONE (Vol. 22, No. 37)—Marines embark for war games Army Tank Corps displays war tactics; War drags on in Far East; Season on in Miami, Fla.; Fur trapping in Canada; Girl serves tea in giant plane; Fashions in neckwear; Lew Lehr and midget; Hockey, N. Y. Rangers vs. Toronto Maple Leafs; Hialeah Inaugural; Golden Gloves bouts in Washington.

NEWS OF THE DAY (Vol. 11, No. 235)—Coal mine tragedy takes heavy toll; Bomb plot round-up by G-Men; Marines embark for war games; Fashions in hats; Bob sledding at Lake Placid, N. Y.; Maetall wins Hialeah Inaugural.

PATHE (Vol. 11, No. 52)—91 killed in mine explosion; Bomb plot round-up by G-Men; General Motors turns out 25,000,000th car; Skaters set for national titles; Marines embark for war games; Frostbite Sailing season gets under way on Long Island Sound; Gene Venzke wins mile classic.

UNIVERSAL (Vol. 12, No. 841)—G-Men seize 17 in conspiracy; 91 dead in coal mine blast; Marines embark for war games; Fashions in hats; Gloria Jacobs is world's pistol champ; Citrus Fiesta at Mission, Texas; Bette Davis gets film award; Bob sledding at Lake Placid, N. Y.; Venzke beats Cunningham in miler; Maetall wins Hialeah Inaugural.

Short Subject Reviews

FRANKIE MASTERS AND HIS ORCHESTRA

Prod. No. A9-5 *Entertaining*

Para. Headliner No. 5 11 mins.

Comment: Frankie Masters and his musical aggregation display remarkable versatility to make this an entertaining short. Resorting to swing only once in a short sequence (sorry, jitterbugs) Frankie takes the word "heart" for his inspiration and plays several melodies with "heart" in their titles —"Says My Heart," "Heart and Soul," "Peg O' My Heart," "Hearts and Flowers," "The Curse of an Aching Heart," etc. The last number, "Key to My Heart," is a clever novelty. Vocalists include Frankie, himself; Marian Francis and the Masters Voices. Lesley Selander directed.

Exploitation: A display calling attention to Frankie Masters' records and this short subject should be planted in a music shop window. If a local band broadcasts, a contest might be arranged in which radio listeners identify "heart" songs.

JUDO EXPERTS

Prod. No. 59-6 *Excellent*

Para. Sportlight No. 6 10 mins.

Comment: Fears of veritable "Casper Milquetoasts" will be considerably quelled after seeing this subject, for it is devoted to the sciences of Jiu Jitsu and Judo, the ancient Japanese sport. A slight woman is shown having no trouble at all overpowering a masher. Defenses against hold-up men, boxers, a man with a bayonet, etc., are clearly revealed. That the science is simple when mastered is proven by the fact that a small girl can throw her towering opponent to the mat. Ted Husing's narration is good. The subject was produced by Jack Eaton.

Exploitation: Local gymnasiums should be notified of your showing. If there are Judo experts in your community, perhaps you could arrange to have them demonstrate the science in the lobby.

THE MAD MAESTRO

Prod. No. W-82 *(Tech.)* *Good*

MGM Cartoon No. 2 8 mins.

Comment: Amid tumultous applause the maestro raises his arms for the concert to begin. With hair flying, violins swaying, horns blowing, the musicians go to town and the maestro leading the mad whirl with his hands in various positions goes mad in his own peculiar way. The music reaches the crescendo and the maestro is driving the musicians at a fast pace until at the finish he collapses and they are in a state of exhaustion. Although not a Toscanini the Mad Maestro is quite a musician, at least his actions look good. Most people have at one time or another pictured themselves as conductors and should appreciate this cartoon. Produced by Hugh Harmon.

Exploitation: Conduct a contest from your stage offering a prize for the person who can display the best band leading gestures. Plug it in your newspaper and program advertising.

THAT INFERIOR FEELING

Prod. No. F-143 *Excellent*

MGM Robert Benchley No. 3 9 mins.

Comment: Robert Benchley comes to the conclusion that when confronted with an emergency situation the average man expresses a feeling of inferiority internally by a feeling of guilt and externally by an unmistakable guilty look. To prove this point Benchley depicts an average man in several situations, such as a wedding, registering at a hotel, and cashing a check at his bank. This short is done in the inimitable Benchley fashion and is extremely funny. The situations depicted should have the men in the audience wriggling with embarrassment and guilt because they at one time or another must have been part of a like circumstance.

Exploitation: Have a sandwich man stand in front of your theatre with the poster reading—"Are we men or mice?" The *Saturday Evening Post* recently ran an article on the life of the famous Benchley and this material should prove to make a good lobby display.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 20)

CAPITOL—Pound Foolish (MGM) rev. this issue; Forgotten Victory (MGM) rev. 12-30-39.
CRITERION—Symphony of Swing (Vita.) rev. 12-2-39; Fresh Fish (Vita.) rev. 11-4-39.
GLOBE—The Green Hornet No. 11 (Univ.) rev. 12-2-39; Nothing But Pleasure (Col.)
PARAMOUNT — Shakesperean Spinach (Para.); Bowling Skill (Para.)
RADIO CITY MUSIC HALL—Crisis in the Pacific (RKO-M of T).
RIALTO—Scrambled Eggs (Univ.) rev. 12-30-39.
RIVOLI—Officer Duck (RKO-Disney) rev. 9-16-39; Sky Game (RKO-Pathe) rev. 12-23-39.
ROXY—Life in Paris (Col.); Screen Snapshots (Col.).
STRAND—Royal Rodeo (Vita.) rev. 11-25-39; Mechanix Illustrated No. 2 (Vita.); The Film Fan (Vita.) rev. 1-6-40.

CHICAGO LOOP

(Week Ending January 20)

APOLLO—Sniffles and the Bookworm (Vita.); Romance of the Potato (MGM) rev. 12-23-39; For Play Hours (20th-Fox).
CHICAGO—Forgotten Victory (MGM) rev. 12-30-39.
GARRICK—Sky Fighters (20th-Fox) rev. 12-9-39; Valiant Venezuela (MGM) rev. 12-23-39.
ROOSEVELT—Novelty Parties (Col.); Judo Experts (Para.) rev. this issue; Frankie Masters and His Orchestra (Para.) rev. this issue.
UNITED ARTISTS—Remember When (Vita.) rev. 9-2-39; Goofy and Wilbur (RKO-Disney) rev. 10-22-38; Land of Alaska Nellie (MGM).

POUND FOOLISH

Prod. No. P-1 *Excellent*

MGM Crime Does Not Pay No. 1 20 mins.

Comment: This deals with the smuggling of articles through the Custom Inspectors and how it has been permitted to become a big-time professional racket by the same people who condone the practice. The story deals with the wife of a Customs official who regularly brings into the country undeclared merchandise in order to save a few dollars and how she contacts a ring to bring in pieces of jewelry at a considerable saving. The inspectors finally suspect her and track down the entire organization. The short is interesting and timely and should hold the attention of your patrons. The cast includes Neil Hamilton and Gertrude Michael. The film was directed by Felix M. Feist.

Exploitation: Make up a lobby display of the various newspaper headlines in connection with the case of the wife of the New York Judge who was recently convicted for smuggling.

REPUBLIC OF FINLAND

Prod. No. 3,106 *Very Timely*

RKO-Radio March of Time No. 6 18 mins.

Comment: Following its policy of keeping abreast of the news, the March of Time takes up in this issue the struggle of the Finns to maintain their independence. Cleverly contrived of scenic material, action shots of the war and scenes from the embassies in Washington, the picture tells vividly its story of the heroic fight of the Finns. Except in those few spots where Communists predominate, the picture will receive enthusiastic praise as the cause of brave little Finland has excited considerable admiration.

Exploitation: It should be easy to get publicity on this because of the constant stream of news coming from Finland and appearing in your daily newspaper. Tie up with any Finnish relief units and run a benefit show for the cause, if you think your community is minded that way.

MIRACLE AT LOURDES

Prod. No. M-75 *Excellent*

MGM Miniature No. 5 11 mins.

Comment: A party of men and women are discussing the theory that sick people who make pilgrimages to certain shrines for prayer and meditation will be cured. One skeptic debunks the idea as fantastic and another member of the party relates a story which he heard in connection with the shrine at Lourdes. A young doctor takes his wife, who is paralyzed for life, to the shrine although he, as a man of medicine, has no faith in the theory. The prayers at the shrine are useless and the couple go back to the hotel. The wife, sitting at the window, sees her husband about to be trampled to death by a pair of runaway horses. She shouts to warn him and at the same time stands up. It is then left to the audience to decide whether her standing was a result of her pilgrimage or because of the shock she received when she saw her husband so near death. This latest of the What Do You Think series is an excellent short. The story is quite absorbing, it brings up a question that everyone has some idea about and is narrated in a fashion that will keep everyone interested. Cary Wilson is the narrator and Henry K. Dunn directed.

Exploitation: Miracles that are performed at Shrines is a good topic for an essay or a debate. Perhaps you can locate through your church someone in your community who actually made a visit to Lourdes. This short is worthy of special mention in your newspaper advertising.

MAINTAIN THE RIGHT

Prod. No. S-104 *Very Good*

MGM Pete Smith No. 4 10 mins.

Comment: This film depicts the various stages of training that an applicant must go through before he can become a member of the Royal Canadian Mounted Police. The Royal Canadian Mounted Police is a famous organization and the narration of this film explaining its work is highly interesting and informative.

Exploitation: Play up in your regular advertising. Arrange a lobby display of the articles that a Mountie has to carry as part of his equipment. A man dressed in the scarlet uniform of a Constable should attract plenty of attention.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

THOMAS MITCHELL was signed by SOL LESSER for one of the top roles in his first United Artists production, "Our Town", scheduled to go before the cameras this week under the direction of SAM WOOD. GUY KIBBEE and STUART ERWIN were also signed for featured roles.

"Mystery Ship", a stirring story of wartime sea raiders by ROBERT GRANT, will be put before the cameras at Paramount at an early date. The cast will be headed by RAY MILLAND and SUSAN HAYWARD with AKIM TAMIROFF, LYNNE OVERMAN, J. CARROL NAISH and ALBERT DEKKER in top supporting roles. EUGENE ZUKOR will produce.

JOAN DAVIS has been assigned the leading comedy spot in "Sweetheart of Turret One", which will co-star JON HALL and NANCY KELLY. The picture will go into production at 20th Century-Fox late this month with ALLAN DWAN directing.

Universal has assigned CHRISTY CABANNE to direct "Alias the Deacon", which goes before the cameras next week with BOB BURNS in the title role. RICHARD WALLACE, previously scheduled to direct the picture, will immediately take over preparations for the GLORIA JEAN production to follow her picture with BING CROSBY.

JOHN ARCHER will play the lead opposite BARBARA READ in the new RKO picture, "Curtain Call", which Producer HOWARD BENEDICT expects to send before the cameras on January 23. FRANK WOODRUFF, noted producer of radio shows, will direct.

Three big musical numbers are now being planned by Producer JACK CUMMINGS for MGM's production of "Two Girls on Broadway", which will co-star LANA TURNER and GEORGE MURPHY. Cameras are scheduled to start shortly with S. SYLVAN SIMON directing.

ROBERT BENCHLEY has been signed by WALTER WANGER to add his wit to the scenario now being prepared for "Personal History", which ALFRED HITCHCOCK will direct. JAMES HILTON is writing the screenplay with production scheduled for early February.

CLAIRE TREVOR has notified Republic that she will be well enough to report back to work on February 1, at which time the filming of "Dark Command" will be resumed, after a five-week layoff. Delay cost the studio around $250,000.

LEE PATRICK has been signed by Warner Bros. for the part in "Saturday's Children", begun by UNA MERKEL, who suffered a severe cold shortly after beginning her work in the picture. MISS PATRICK arrived from New York to take her place in the cast which is headed by JOHN GARFIELD and ANNE SHIRLEY.

Recording of the musical background for "Road to Singapore", which co-stars BING CROSBY, DOROTHY LAMOUR and BOB HOPE, was started at Paramount with VICTOR YOUNG conducting. The picture was directed by VICTOR SCHERTZINGER, who also contributed songs with JOHNNY BURKE and JAMES MONACO.

HELEN VINSON goes into the leading feminine role in Universal's "Enemy Agent", which goes before the cameras this week under the direction of LEW LANDERS. Others set for featured roles include RICHARD CROMWELL, ROBERT ARMSTRONG, JACK ARNOLD, CHARLES WILLIAMS and FRITZ VAN DONGEN.

MARIAN BRISCOE, New York stage actress brought out from New York for a role in "Little Old New York", has been signed for "Brigham Young". Both assignments are at the 20th Century-Fox studio.

JOHN LITEL goes over to the Columbia studio this week on a loanout from Warner Bros. for the leading role in "Men Without Souls". The picture is set to go into production immediately under the direction of NICK GRINDE.

"Rhythm on the Rio Grande", TEX RITTER's next musical western for Monogram, got the "go" signal from Producer EDWARD FINNEY with SUSAN DALE in the leading feminine role. The picture is being directed by AL HERMAN.

Republic has dropped the script on "Wagons Westward" for the time being, and has assigned JOSEPH MONCURE MARCH to polish "Forgotten Girls" which ROBERT NORTH will produce. MARCH resumes on "Wagons" following the "Girls" chore.



A Good Way To Get Indigestion

Wonder what FRITZ FELD *is trying to serve Director* GREGORY RATOFF *while* ZORINA *looks on and smiles. The trio are currently working on 20th Century-Fox's "I Was An Adventuress", in which* ZORINA *is co-starred with* RICHARD GREENE *under the direction of* RATOFF.



He Knows What He Wants

LOUIS KING, *directing Paramount's "The Way of All Flesh", tells* AKIM TAMIROFF, *featured in the leading role of the picture, just what he should do to register the emotion necessary to get this important scene over. The sequence is where the former bank cashier, now a hobo, sits in the balcony of the theatre and listens to his son, now a great musician, play the violin for a wildly demonstrative audience.*

Elisabeth Bergner is Signed for Lead in Paramount British Film

ELISABETH BERGNER was added to the rapidly growing roster of top-flight players being recruited by Paramount for starring roles in pictures to be filmed by its British production unit. Previously announced for roles in British productions were MADELEINE CARROLL and RAY MILLAND.

As soon as DAVID E. ROSE, Paramount's production chief in the United Kingdom, arrives in London following an eight-weeks' stay in Hollywood, he will put four films into work. but it has not been determined in which of these MISS BERGNER will be starred. Others, as yet unannounced, are scheduled to make journeys to England during 1940.

To Add Star Names

HARRY EDINGTON, who was recently appointed executive producer at RKO, announced this week that he would immediately bolster the studio's roster of stars and featured players. The new studio chief stated that RKO owned many valuable picture properties and that none of them would be screened without adequate name drawing power.

"Monte Cristo" Small's Next

"The Son of Monte Cristo" has been scheduled as EDWARD SMALL'S next picture and will go into production upon completion of "My Son, My Son". SMALL'S has set LOUIS HAYWARD for the leading role in the new picture which will be directed by ROWLAND V. LEE.

U's "Kaloha" Back to "Date"

Universal has gone back to the original title on the current DEANNA DURBIN picture, "It's A Date", discarding the recent change to "It Happened in Kaloha".



A Talk with the Author

LOUIS BROMFIELD, *author of the best-seller, "It All Came True", chats with* ANN SHERIDAN, *who is starring in the Warner Bros. picture based upon the novel.*

20th-Fox to Undertake Greatest Production Schedule in History

In spite of adverse world conditions, 20th Century-Fox will undertake one of the greatest production schedules in its history, during the new year. Plans have been completed by DARRYL F. ZANUCK, studio production chief, which from the standpoint of quality and expenditure, top anything the studio has attempted for some time.

Among the outstanding pictures listed for production during 1940 are: "End of the Trail'," "Brigham Young", "Mark of Zorro", "Marching As to War", "Earthbound", "Maryland", "Twinkle, Twinkle, Little Star", "Lillian Russell", "Steinmetz the Great", "Hudson's Bay Company" and "South American Way".

ZANUCK stated that larger budgets will be assigned all of the above. so that they will benefit from better stories, better performances, expert direction and greater production value.

"I Take This Woman" Completed

Final scenes were completed last week on MGM's "I Take This Woman", the HEDY LAMARR-SPENCER TRACY co-starring picture directed by W. S. VAN DYKE, after it was shelved about a year ago. Scoring will be rushed to meet an early release date.

Blondell-Powell Co-Starred

JOAN BLONDELL and DICK POWELL have been signed by Paramount for the top roles in "I Want a Divorce", scheduled to go before the cameras around the first of March under the direction of RALPH MURPHY. The picture, based on the successful radio serial of the same name, will mark POWELL's return to the screen after an absence of more than a year. GEORGE ARTHUR will produce.

29th Year in Motion Pictures

ALAN HALE's work in "The Fighting 69th" has brought him two important assignments at Warner Bros. The veteran actor, who begins his 29th year in motion pictures this week. will start in "Three Cheers for the Irish" immediately, going directly from that film into "The Sea Hawk". HALE also appears in "Virginia City".

Hall Readies Next for Columbia

Director ALEXANDER HALL has finished preparations for the filming of "The Doctor Takes A Wife", his next assignment at Columbia. The picture is set to go before the cameras next week with LORETTA YOUNG in the leading role opposite RAY MILLAND. Cast also includes GAIL PATRICK, REGINALD GARDINER and EDMUND GWENN.

"Frontier" for O'Brien

"The Thundering Frontier", an original story by NORTON S. PARKER, has been purchased by RKO as a vehicle for GEORGE O'BRIEN. BERT GILROY will produce with DAVID HOWARD directing following O'BRIEN's next, "Lone Star Legion". which is scheduled to start early in March. O'BRIEN is now on vacation in South America.

"Boys From Syracuse" set for Ritz

The RITZ BROTHERS will be the headliners in "The Boys From Syracuse", famous Broadway stage success, which JULES LEVY will produce for Universal release. LEVY has signed RODGERS and HART to work on additional song numbers to augment the original score they wrote for the legitimate production. Director and additional cast names will be announced shortly.

Fine Arts to Produce Immediately

With five scripts ready for immediate production, FRANKLYN WARNER, President of the newly formed Fine Arts Producing and Distributing Corp., announced that he will start shooting as soon as he can reassemble his organization. Scripts that are ready include "Dead Man Cipher". "S. O. S. Submarine", "Derelict Street", "At Your Age" and "Interference".

Ratoff Speeds "Adventuress"

Director GREGORY RATOFF has put his troupe on a daily overtime schedule in order to speed up completion of "I Was An Adventuress" so that some of the sound stages being used can be released for "Lillian Russell and other 20th Century-Fox productions. RATOFF has 13 stages tied up, making construction of other sets impossible.

Republic Looking for Cowboy

Producer-Director GEORGE SHERMAN has interviewed over 25 candidates for the top role in the new western series to be made by the studio. Four have been picked as possibilities, but the final selection will be made by studio head M. J. SIEGEL when he returns next week from New York.

Radio Stunt

New York Film Critics' Banquet last Sunday was a half hour's program over the entire N.B.C. network honoring the production and the players named as tops for 1939. The original cast of SAMUEL GOLDWYN'S *"Wuthering Heights", named the best picture of the year, re-enacted scenes from that film under the personal direction of* WILLIAM WYLER. *Left to right, members of the picture and radio cast:* FLORA ROBSON, LAURENCE OLIVIER, MERLE OBERON, *Director* WILLIAM WYLER *and* GERALDINE FITZGERALD.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

BILLY LENHART and KENNETH BROWN, the two young comics who just about stole "The Underpup", will be seen in Universal's "Sandy Was A Lady", which is darn good news for the folks who like to laugh. Understand the fans have been clamoring for their reappearance . . . and so have the critics.

"Too Much for One Man", an original story by JULES FURTHMAN, has been purchased by 20th Century-Fox. Sounds like the every-day story of production chief DARRYL F. ZANUCK.

Where's the guy who said, what's in a name. Young TOM RUTHERFORD has been signed by MGM to win the love of lovely ANN RUTHERFORD in her next picture . . . and to think the lucky stiff is being paid for the job. Maybe, if we change our name to TURNER, we could get a break in pictures.

During the month of February, FRED MACMURRAY and CLAUDE BINYON will leave for the interior of Mexico on a hunting trip, but instead of quail and dove, the boys will be on the lookout for rare silver and gold trinkets. We suggest, in order to save the trip, that they go down to the Mexican quarters in Los Angeles.

Don't let anyone fool you with the story that "boy wonder" ORSON WELLES will not go through with his picture deal for RKO . . . and don't be surprised if his first gets the "go" signal before the end of this month.

With the signing of GARY COOPER for the leading male role, CECIE B. DEMILLE'S "North West Mounted Police" should roll in about a month. Wonder if GARY will play the role of a Texas Ranger or a "Mountie" . . . or will he be a little of each. How about IDA LUPINO for the "vamp" role, still to be filled.

Our bestest to FRANKLIN WARNER and his newly formed Fine Arts Producing and Distributing Corp. . . . and may they produce and distribute for a long time to come.

Murphy Gets Long-Term Contract

On the strength of his performance with FRED ASTAIRE and ELEANOR POWELL in "Broadway Melody of 1940". GEORGE MURPHY was signed to a new long term contract at MGM.

Advance Dope

CONVICTED WOMAN

Col. Drama Jan. 31

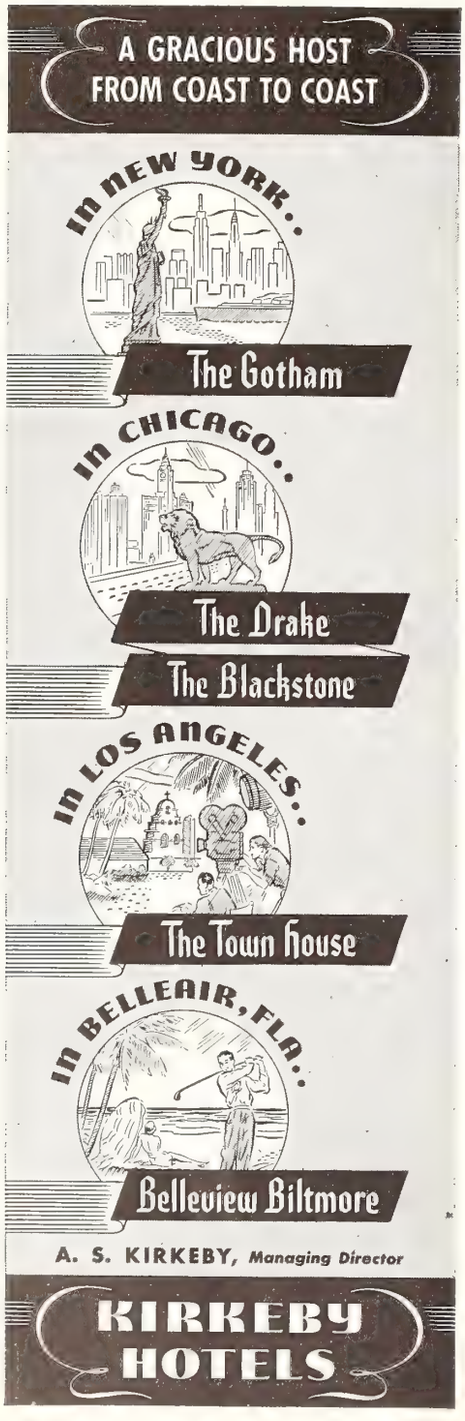
Selling Names: Rochelle Hudson, Frieda Inescort, June Lang, Glenn Ford.

Director: Nick Grinde.

Producer: Ralph Cohn.

Story Idea: Innocently arrested and sent to prison because of her resemblance to a lady Raffles, Rochelle Hudson finds the inhuman treatment more than she can stand, so she contacts Glenn Ford, a newspaperman and gives him an exclusive story. His editorial changes the entire regime, placing Frieda Inescort in charge. Frieda then gets Rochelle a pardon and she suggests that Rochelle and Ford get married.

Catchline: "An unknown lady Raffles cost her her freedom."



BUCK BENNY RIDES AGAIN

Para. Comedy May 31

Selling Names: Jack Benny, Eddie Anderson, Ellen Drew, Phil Harris, Andy Devine.

Producer-Director: Mark Sandrich.

Story Idea: Jack Benny is a radio star who falls for a member of a sister team. Phil Harris gets him to go to Nevada, taking Rochester, to prove to the girl he's a virile son of the west. He makes a deal with Andy Devine to run his ranch, finally capturing a couple of real bad men, when his masquerade blows up in his face. Benny pays the ranch hands to allow him to bawl them out and to sock them, when his girl shows up and discovers his ruse.

Catchline: "A rootin', tootin' son of the west."

THE WOMAN FROM HELL

Para. Drama Not Set

Selling Names: Ralph Bellamy, William Henry, Paul Kelly, Blanche Yurka, Jean Cagney, J. Carroll Naish.

Director: James Hogan.

Assoc. Producer: Edward T. Lowe.

Story Idea: Blanche Yurka has four sons, three of whom she trains to be outlaws along with J. Carroll Naish, a killer. The fourth, William Henry, becomes an attorney. Henry breaks with Blanche after he discovers that she and her gang had held up a bank. Blanche goes to see Henry's son, and in her absence Naish leads the gang on a holdup. The trail finally brings Blanche to her death under the guns of the G-Men, lead by Ralph Bellamy.

Catchline: "Their fortune in 'hot money' couldn't keep them from starving."

MY FAVORITE WIFE

RKO Comedy April 12

Selling Names: Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick.

Director: Garson Kanin.

Producer: Leo McCarey.

Story Idea: Cary Grant marries Gail Patrick seven years after his wife, Irene Dunne had disappeared while on a scientific expedition. But Irene is very much alive and unexpectedly appears after having been marooned on a desert island, with another scientist, Randolph Scott. The newspapers pick up the story and Grant is made pretty miserable before he has his second marriage annulled and he and Irene go back together again.

Catchline: "Troubles of a husband with two wives."

A BILL OF DIVORCEMENT

RKO Drama May 3

Selling Names: Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall.

Director: John Farrow.

Producer: Robert Sisk.

Story Idea: Maureen O'Hara is engaged to marry Patric Knowles, when she suddenly learns that her father, Adolphe Menjou, whom she thought dead, had escaped from an insane asylum and was heading for home. Fay Bainter, her mother, had divorced Menjou and was leaving to marry Herbert Marshall. Maureen gives up her own happiness, because of her fear of the streak of insanity in her blood, and promises Menjou she will take care of him for the rest of his life.

Catchline: "She threw away her chances of happiness for the sake of her parents."

British Pavilion Led in Number Of Films Exhibited at 1939 Fair

Never before in the history of motion pictures were so many productions exhibited in connection with one project, as were shown at the New York World's Fair in 1939, according to Claude R. Collins, Director of Newsreels and Films. This compendium prepared by the Newsreel and Film Department, which officially reviewed and censored all films exhibited, shows a total of 612 motion pictures including every known type of production. Of these films, 404 were standard 35mm. and 191 were 16mm.

In the number of films exhibited, the British Pavilion was ahead, while Brazil was second and France third. Pictures were shown in 34 different auditoriums, the largest of which was the motion picture theatre in the General Motors Building, seating 612. The Russian Pavilion seated 350, while the Little Theatre in the Science and Education Building seated 253. It is estimated that at least twenty million people saw the films on view in the various auditoria.

Observers point out that a more general knowledge of foreign countries, such as England, France, Brazil, etc., could be gained by seeing the motion pictures shown at the Fair than by extended periods in study and travel within those countries.

The Box Office Slant

Heroes of the Saddle

(Continued from page 15)

Colt MacDonald. Associate Producer, Harry Grey.

Plot: The Three Mesquiteers take Patsy Lee Parsons under their wing when her father, their pal, gets killed. They leave Patsy in an orphanage for a while and on one of their visits discover the orphanage is being run as a sweat shop and that the children are being exploited for the financial gain of their keepers. In order to reveal the situation, the Mesquiteers, with the aid of Loretta Weaver, raid the orphanage and kidnap all the children. The superintendent, with his henchmen, seek to recover the children and kill the Mesquiteers before the police get on the trail. Their plan fails, however, and the authorities learn the truth.

Comment: This western has a few innovations which should add to its interest. First, the villains are orphan officials instead of the usual rustlers or crooked bankers, and second, the picture includes a thrilling prize fight that's different from the usual free-for-all. Orphanage officials seem poor opposition for the Mesquiteers but in reality they're tough enough to make the trio shoot their way out of several situations. Adding to the excitement is the kidnapping of the entire orphanage, a stunt difficult for most but easy for the Mesquiteers. Raymond Hatton's antics with the children should be good for a laugh or two, while Patsy Lee Parsons, as the orphan in whose safety the trio is interested, is a cute youngster and adds considerably to the enjoyment of the film. With its varied appeal and because of a novel plot situation, this film should please both children and adults. Arrange a lobby display of cowboy lariats and gaucho bolos. **(FAMILY)**

Catchline: "Triple thrills as three daredevils of the plains ride to desperate new adventures."

AUDIENCE SLANT: IT'S GOOD ENTERTAINMENT FOR THE ACTION FANS.

BOX OFFICE SLANT: WHERE THESE BOYS HAVE A FOLLOWING, THIS WESTERN SHOULD HAVE THEIR FANS READY AND WILLING AT THE TICKET WINDOW.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band		7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan			Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued

COLUMBIA

1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/2/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello		3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)		Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget		Penny Singleton-Arthur Lake			In Prod.
Bullets for Rustlers (W)		Charles Starrett-Lorna Gray			a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)		Hudson-Lane-Lang		1/3/40	a1/20/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (D)		Warren William-Joan Perry		1/26/40	a1/6/40
Men Without Souls		John Litel-Rochelle Hudson			In Prod.
Miracle on Main Street	78	Margo-W. Abel-L. Talbot		10/29/39	Not Rev.
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D) (Former title, "Criminal Cargo")		Jack Holt-Irene Ware			a10/21/39
Passport to Alcatraz		Jack Holt-Cecilia Callejo			In Prod.
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters		2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Loma Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Express (W)		Chas. Starrett-Iris Meredith			In Prod.
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands		Arthur-MacMurray-Douglas			In Prod.
Two-Fisted Rangers (W)	62	Chas Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

MGM

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39

MGM

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	60	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

1939-40

Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Arouse and Beware (D)		Wallace Beery-Dolores Del Rio		2/16/40	a1/13/40
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)		Powell-Astaire-Murphy		2/9/40	a10/14/39
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert			a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr			a11/12/38
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk		Lupino Lane-Sally Gray		1/26/40	Coming
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)		Tracy-Young-Brennan (Tech.)		2/23/40	a8/12/39
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		2/2/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler			a12/2/39

MONOGRAM

1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

1939-40

Chasing Trouble (D)		F. Darro-Marjorie Reynolds		1/30/40	a12/30/39
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes In Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)		Jack Randall-June Wilkins		1/25/40	a12/30/39
Rhythm of the Rio Grande		Tex Ritter-Susan Dale			In Prod.
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)		James Newill-Louise Stanley		12/5/39	a11/18/39

PARAMOUNT

1938-39

Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bey Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
Kiag of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Gee. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson		2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure In Diamonds (D)		Isa Miranda-George Brent		3/8/40	a9/23/39
(Former title "Diamonds Are Dangerous")					
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			a11/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		3/29/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden			a12/16/39
(Former title, "The Man From Bar 20")					
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)		Russell Hayden-Jean Parker		2/23/40	a9/16/39
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)		J. Carroll Naish-Wm. Henry		2/2/40	a8/26/39
(Former title, "Federal Offense")					
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/22/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Showdown (W)		Wm. Boyd-J. Clayton-Hayden		5/10/40	a10/14/39
(Former title, "Gun Chores")					
Sidewalks of London (D)	80	Laughton-Leigh	(F)	2/16/40	b7/9/38
(Reviewed as "St. Martin's Lane")					
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)			a8/19/39
War Along the Stage Trail (W)		Wm. Boyd-Russell Hayden			a1/13/40
(Former title, "Hold Your Horses")					
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell (D)		Jean Cagney-Richard Denning			a1/20/40
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

R.K.O.-RADIO 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrelo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	2/12/40	b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker			a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		2/2/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39

R.K.O.-RADIO 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio		Technicolor Cartoon		2/23/40	In Prod.
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
(Reviewed as "Sixty Glorious Years")					
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	3/8/40	b1/20/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)		Mitchell-Best-Bartholomew		1/26/40	a11/11/39
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/38
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)		Carole Lombard-Brian Aherne		2/16/40	a10/7/39

REPUBLIC 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (D)		Richard Cromwell-Doris Day			a12/16/39
Wolf of New York (D)		Edmund Lowe-Rose Hobart			a12/16/39

20TH CENT.-FOX 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff		4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (D)		Shirley Temple-Nancy Kelly		3/22/40	a10/14/39
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan in Panama (D)		Sidney Toler-Jean Rogers		3/8/40	a11/11/39
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
Cisco Kid in Chicago		Cesar Romero-Chris-Pin Martin		4/12/40	In Prod.
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil		Tyrone Power-Dorothy Lamour			In Prod.
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
For Women Only		Lynn Bari-Joan Davis		3/29/40	In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath		Fonda-Bowdon-Grapewin		4/19/40	In Prod.
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39

20TH CENT.-FOX

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
I Was An Adventuress		Zorina-Richard Greene		4/5/40	In Prod.
Little Old New York (D)		Alice Faye-MacMurray-Greene		2/9/40	a10/14/39
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Joan Rogers	(A)	2/2/40	b1/20/40
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Twinkle, Twinkle Little Star		Linda Darnell-John Payne			In Prod.
Young as You Feel (D)	59	Jones Family		2/16/40	a12/16/39

UNITED ARTISTS

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)		Stan Laurel-Oliver Hardy			a8/12/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft			a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	75	Merle Oberon-Ralph Richardson	(F)		b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll			a1/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis			a1/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)		b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine		1/19/40	a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Two's Company (C)		Stan Laurel-Oliver Hardy			a12/23/39
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon		Bob Burns			In Prod.
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday		Boris Karloff-Bela Lugosi			In Prod.
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack-Bob Baker		11/24/39	a8/26/39
Danger on Wheels (D)		Richard Arlen-Andy Devine		2/2/40	a10/21/39
		(Former title, "Test Driver")			
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		2/23/40	a1/6/40
Enemy Agent		Robt. Armstrong-Helen Vinson			In Prod.
Framed (D)		Constance Moore-R. Armstrong		1/5/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	2/23/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)		Margaret Lindsay-Edmund Lowe		2/16/40	a12/9/39
		(Former title, "Double Alibi")			
House of Seven Gables		Vincent Price-Margaret Lindsay			In Prod.
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date		Deanna Durbin-Kay Francis			In Prod.
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee		Mae West-W. C. Fields		2/9/40	In Prod.
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Paseo Basin (W)		J. M. Brown-Bob Baker		4/5/40	a9/30/39
		(Former title, "Vigilante War")			
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
River of Missing Men (D)		Lola Lane-James Craig			a1/6/40
		(Former title, "Rigadoon")			
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		M. Brown-Bob Baker		1/19/40	a9/16/39
		(Former title "Galloping Kid")			
Witness Vanishes (My)	66	Edmund Lowe-Wendy Barrie	( )	9/22/39	b9/16/39

WARNER BROS.

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
		(Reviewed as "Hobby Family")			
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
		(Reviewed as "I Am Not Afraid")			
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granvile-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-L. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My-D)	94	James Stephenson			a9/2/39
		(Former title, "Philo Vance Comes Back")			
Castle on the Hudson (D)		Garfield-O'Brien-Sheridan			a8/12/39
		(Former title, "20,000 Years In Sing Sing")			
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)		b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D)	95	Medea Novara-L. Atwill	(A)	12/16/39	b4/29/39
		(Reviewed as "Juarez and Maxmilian"—States Rights)			
Magic Bullet (D)		Edw. G. Robinson-Ruth Gordon			a11/4/39
		(Former title, "Life of Dr. Ehrlich")			
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson			a9/23/39
		(Former title, "State Cop")			
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan			a1/13/40
Virginia City (D)		Flynn-Hopkins-Scott			a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39
We Shall Meet Again		Merle Oberon-George Brent			In Prod.

STATES RIGHTS

Title	Mins.	Stars		Rel. Date	See Issue of
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b11/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	Fine Arts	b2/11/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)		Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
		(Reviewed as "Hitler, Beast of Berlin")			
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)		Grace Bradley-Roland Drew			a1/25/39
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	Fine Arts	b2/25/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars		Rel. Date	See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night In a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator		6½	Not Rev.
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury		10	Not Rev.
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (6)			
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf		10	Not Rev.
OUR GANG (8)			
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	Coming
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez		10	Not Rev.
Quaint St. Augustine	Charming	9	11/25/39
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy In Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue of
COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orch.	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orch.		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev.
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Touchdown Review	Good Resume	10	Coming
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Skakespearian Spinach		7	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	Coming
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill		10	Not Rev.
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3		11	Not Rev.

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME			
Inside the Maginot Line	Excellent	20½	10/29/38
Metropolis—1939	Fine	18	8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zoo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

1939-40

DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinceptets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Nevada Unlimited	Interesting	9	9/30/39
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse In a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads		18	Not Rev.
Rhythm Jamboree		18	Not Rev.
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.

PRINTED AT PLANT OF
HUGHES PRINTING CO.
EAST STROUDSBURG, PA.

VITAPHONE-WARNER BROS. 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	..Not Rev.
Broadway Buckaroo	Okay	20	.. 6/17/39
Cleaning Up		17	..Not Rev.
Fat Chance		17	..Not Rev.
Hats and Dogs		20	..Not Rev.
Home Cheap Home		20	..Not Rev.
Knight Is Young		20	..Not Rev.
Murder With Reservations		21	..Not Rev.
Projection Room		20	..Not Rev.
Rollin' in Rhythm		20	..Not Rev.
Seeing Red	Entertaining	20	.. 8/12/39
Small Town Idol	Has Laughs	20	.. 3/11/39
Sophomore Swing	Swell	20	.. 1/14/39
Spare Parts		20	..Not Rev.
Stardust	Very Clever	18	..12/ 3/38
Sundae Serenade		20	..Not Rev.
Swing Opera		20	..Not Rev.
Toyland Casino	Great	22	..10/ 8/38
Two Shadows		20	..Not Rev.
Wardrobe Girl		20	..Not Rev.
You're Next-To Closing		20	..Not Rev.
Zero Girl	Good	20	.. 8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	..10/ 8/38
For Your Convenience	Fair	10	.. 7/ 8/39
Mechanix Illustrated	Interesting	10	..11/26/38
Mechanix Illustrated #2	Interesting	10	.. 1/14/39
Mechanix Illustrated #3	Interesting	10	.. 3/ 4/39
Mechanix Illustrated #4	Interesting	10	.. 6/ 3/39
Mechanix Illustrated #5		10	..Not Rev.
Mechanix Illustrated #6		10	..Not Rev.
Miracles of Sport	Very Good	10	.. 8/27/38
Modern Methods	Interesting	10	.. 8/12/39
Nature's Mimics	Interesting	10	..12/17/38
Points On Pointers		10	..Not Rev.
Roaming Cameramen No. 1	Interesting	11	.. 3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	.. 8/26/39
Campus Cinderella	Very Good	18	.. 9/17/38
Declaration of Independence	None Better	18	..10/15/38
Lincoln in the White House	Outstanding	20	.. 1/14/39
Quiet Please	Entertaining	20	.. 6/ 3/39
Ride Cowboy Ride	Very Good	20	.. 9/30/39
Sons of Liberty	Absolutely Tops	20	.. 3/25/39
Swingtime In the Movies	Excellent	20	..12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	.. 4/ 1/39
Daffy Doc	Lively	7	..12/ 3/38
It's An Ill Wind		7	..Not Rev.
Kristopher Kolumbus, Jr.		7	..Not Rev.
Lone Stranger and Porky	Very Funny	7	.. 3/11/39
Polar Pals	Fair	7	.. 6/17/39
Porky and Teabiscuit	Amusing	7	.. 5/27/39
Porky in Egypt		7	..Not Rev.
Porky in Wackyland		7	..Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	.. 3/ 4/39
Porky's Naughty Nephew	Average	7	..10/15/38
Porky's Picnic		7	..Not Rev.
Porky the Gob	Amusing	7	..12/17/38
Porky's Tire Trouble		7	..Not Rev.
Scout Trouble		7	..Not Rev.
Wise Quack	Very Good	7	..Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	..12/17/38
Dave Apollon and His Club Casanova Orch.		7	..Not Rev.
Blue Barron		10	..Not Rev.
Larry Clinton (4701)		10	..Not Rev.
Larry Clinton (4714)		10	..Not Rev.
Eddie De Lange		10	..Not Rev.
Jimmy Dorsey		9	..Not Rev.
It's the McCoy	Sweet and Hot	10	.. 5/20/39
Merle Kendrick	Excellent	10	..10/ 8/38
Ray Kinney	Just Fair	10	.. 9/17/38
Jerry Livingston		10	..Not Rev.
Clyde Lucas	Snappy	10	.. 1/14/39
Russ Morgan	Fair Swingcopation	10	.. 3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	.. 7/23/38
Will Osborne	Rhythmic	10	.. 8/ 5/39
Rita Rio		10	..Not Rev.
Saturday Night Swing Artie Shaw Club on the Air	For Jitterbugs	10	.. 6/24/39
	Okay	10	.. 4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	.. 7/22/39
Believe It Or Elce	Clever Satire	7	.. 6/ 3/39
Count Me Out	Fair	7	..12/17/38
Daffy Duck and the Dinosaur	Excellent	7	.. 3/25/39
Daffy Duck in Hollywood		7	..Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	.. 8/ 5/39
Day at the Zoo	Excellent	7	.. 3/18/39
Detouring America	Hilarious	7	.. 9/ 2/39
Dog Gone Modern	Funny	7	.. 1/14/39
Feud There Was	Grab It	7	.. 9/17/38
Goldrush Daze		7	..Not Rev.
Ham-ateur Night		7	..Not Rev.
Harum Scarum	Excellent	7	.. 8/12/39
Hobo Gadget Band	Good	7	.. 7/15/39
Johnny Smith and Poker-Huntas	Swell	7	..12/17/38
Little Brother Rat	Swell	7	.. 8/19/39
Little Pancho Vanilla	Clever	7	..10/15/38
Mice Will Play		7	..Not Rev.
Naughty But Mice	Cute	7	.. 8/ 5/39
Night Watchman	Entertaining	7	..11/26/38
Old Glory	Okay as Propaganda	7	.. 7/ 8/39
Prest-o Change-o	Good	7	.. 4/ 8/39
Robinhood Makes Good	Diverting	7	.. 3/ 4/39
She Man's Land		7	..Not Rev.
Thugs With Dirty Mugs		7	..Not Rev.
You're An Education	Fair	7	..12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	..10/ 8/38
Master's Touch		10	..Not Rev.
Pow Wow	Very Interesting	10	.. 9/17/38
Romance In Color	Highbrow	10	.. 8/19/39

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	.. 3/25/39
Defying Death	Thrilling	11	..12/ 3/38
Haunted House	Exciting	12	.. 6/17/39
High Peril	Good Suspense	12	.. 3/ 4/39
Human Bomb	One of the Best	12	.. 1/14/39
Identified	Excellent	12	.. 9/24/38
TRUE ADVENTURES (Con't)			
Lives In Peril		12	..Not Rev.
Minute From Death		12	..Not Rev.
Three Minute Fuse	Suspenseful	12	.. 8/12/39
Toils of the Law		12	..Not Rev.
Treacherous Water	Thrilling	12	..12/17/38
Verge of Disaster		12	..Not Rev.
Voodoo Fire	Satisfactory	12	.. 5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	..Not Rev.
Dean of the Pasteboards	Informative	10	.. 5/20/39
Gadgeteers	Kind of Silly	10	..12/17/38
Great Library Misery	Excellent	11	.. 9/17/38
One Day Stand	Reminiscent	10	.. 8/12/39
Right Way	Good Propaganda	10	.. 7/ 8/39
Robbin' Good	Excellent	10	..11/26/38
Ski Girl	Splendid	10	.. 1/14/39
Table Manners	Good	10	.. 9/17/38
Tax Trouble	Fair	10	.. 3/18/39
Vaudeville Interlude		10	..Not Rev.
Witness Trouble		10	..Not Rev.

1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (18) (Tech.)			
Ice Frolics	Entertaining	20	.. 9/30/39
One For the Book	Entertaining	20	..12/30/39
Remember When	Swell Entertainment	20	.. 9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	.. 8/26/39
World's Fair Junior	Just Fair	20	..11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	..11/25/39
Mechanix Illustrated #1	Good	10	.. 9/ 2/39
Mechanix Illustrated #2		10	..Not Rev.
New Horizons	Good	10	..12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	..10/28/39
Old Hickory	Outstanding	17	..12/30/39
Royal Rodeo	Entertaining	15	..11/25/39
LOONEY TUNES (16)			
Africa Squeaks		10	..Not Rev.
Film Fan	Excellent	7	.. 1/ 6/40
Jeepers Creepers	Funny	7	..10/ 7/39
Naughty Neighbors	Good	7	..11/ 4/39
Pied Piper Porky	Good	7	..11/25/39
Porky's Hotel	Good	7	.. 9/ 2/39
Porky's Last Stand		7	..Not Rev.
Porky the Giant Killer		7	..Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	.. 1/ 6/40
Vincent Lopez	Lively	10	.. 9/23/39
Rubinoff and Orch.	Good	10	..11/ 4/39
Swing Styles	Good	10	.. 8/26/39
Symphony of Swing	Satisfactory	10	..12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	..Not Rev.
Curious Puppy		7	..Not Rev.
Early Worm Gets the Bird		7	..Not Rev.
Fagin's Freshmen	Amusing	7	..11/25/39
Fresh Fish	Swell	7	..11/ 4/39
Good Egg		7	..Not Rev.
Land of the Midnight Fun	Superb	7	.. 9/23/39
Little Lion Hunter		7	..Not Rev.
Screwball Football	Swell Cartoon	7	..12/30/39
Sioux Me	Clever	7	.. 9/ 9/39
Sniffles and Bookworm		7	..Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	.. 9/30/39
Organ Novelty	Fair	9	..11/11/39
Sword Fishing	Exciting	10	..10/ 7/39
Vote Trouble	Laughs	10	.. 8/26/39
Phantom Creeps	12 Chaps.		8/12/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	..12/17/38
Gems of the Orient (Modern)	Interesting	10	.. 3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	..12/17/38
Memory Lingers On (Ennis)	Interesting	10	.. 8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	.. 4/ 1/39
North Sea (Lenauer)	Exciting	20	.. 3/18/39
On the Trail of the Tarpoon (N.Y. Zoological Society)	Thrilling	11	.. 1/13/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38

SERIALS 1938-39 (Con.)

	Number of Chapters	Reviewed Issue of
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39

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Reading Time of Complete Reviews—6 minutes, 11 seconds

VARIETY DAILY

Choice entertainment, given top presentation, is this wacky treatment of murder mystery. Can be offered by showmen to any clientele as guaranteed amusement and should turn in handsome profit on the investment. Its appeal lies in the fresh handling given the usual murder puzzler situations, in the smart quality of the dialog and the pungent characters. For writing, direction and playing of comedy, 'Slightly Honorable' has been matched by few pictures in the past year.

Abundance of credit for the class of the offering must go to Tay Garnet, who both produced and directed and watched preparation of the story. Piloting is flawless, has a constantly hilarious edge of cynical mockery for the old film cliches, manages the surprise twists capitally and maintains genuine suspense and actual mystery, despite the constant kidding.

O'Brien shows an interesting and agreeable change of pace from many of his more serious roles. Flippancy and romantic entanglements are becoming to him. And here he has a pip of a heart affair with one of the most captivating ingenues the screen has seen in moons—Ruth Terry. A little honey, she is making capital of a rich role with a vivacious performance loaded with laughs.

Edward Arnold delivers his capable best in the part of chief of graft and antagonist of O'Brien. Broderick Crawford's role of the deftly concealed murderous character under seeming loyalty and horseplay is exceptionally well conceived. Claire Dodd turns in an excellent enactment as the woman who inspires one of the

Every scene is milked for laughs. On other hand the scenes of mystery suspense and lethal fury have a sharp eerie contrast which, in combination, spell excellent screen story telling.

Production is elegantly presented, with special technical praise for Merritt Gerstad's photography and musical score and direction by Alexander Golitzen.

Walter Wanger makes valuable contribution to the United Artist product in this swell piece of popular entertainment



"Matched by few pictures in past year!"
Daily Variety



"Hilariously funny!"
Motion Picture Daily

MOTION PICTURE DAILY

Hollywood Reviews

"Slightly Honorable"
(United Artists-Wanger)

HOLLYWOOD, Jan. 8.—As daffy a comedy as was ever made in H wood, Walter Wanger's "Slightly Honorable," produced and dire by Tay Garnett, becomes more so by virtue of its rather grim un lying current of violent death. From the flash of its opening title the final fadeout, it is hilariously funny, despite the finding of a cor now and then.

Pat O'Brien, fast talking attorney intent on ousting a crooked ri obtaining road contracts from the state, is "framed" for two murd by Edward Arnold, a politician, and his henchmen. The attorney, who first query upon meeting an attractive girl is "Are you over 18 manages to divert suspicion from himself time after time while ex posing the politicians. At the climax he, in a desperate fight, accidenta ly kills the murderer. Ruth Terry, young night club singer who insist upon displaying an amazing naiveness as far as clothes are concerne supplies the love interest. Broderick Crawford does nicely with hi role as associate of the attorney. Alan Dinehart, Phyllis Brooks, Claire Dodd, Janet Beecher, Douglas Dumbrille, Bernard Nedell, John Shee han, Willie Best are some of the outstanding supporting players.

Ken Englund turned out a most smoothly flowing script from the adaptation, by John Hunter Lay and Robert Tallman, of the novel, "Send Another Coffin," by F. G. Presnell. Popular as the novel is, the film story transcends it.

Garnett gave it a sense of tenseness and levity, in a combination which has seldom been equalled.

Running time, 85 minutes. "A".*

**"A" denotes adult classification.*

VANCE KING



"Should click easily!"
Film Daily

THE Film DAILY

"Slightly Honorable"
with Pat O'Brien, Edward Arnold, Broderick Crawford

83 Mins.

UA-Wanger

(HOLLYWOOD PREVIEW)

HIGHLY ENTERTAINING MURDER MYSTERY MARKED BY FRESH TREATMENT SHOULD CLICK EASILY.

This is a highly entertaining murder mystery, which has been given fresh treatment in every department. Tay Garnett has injected several clever directorial touches and has maintained suspense. Garnett also gets production credit on the picture, which is presented by Walter Wanger. Ken Englund submitted a splendid screenplay, which contains much bright dialogue and some able satire. The acting is high grade, with Pat O'Brien, Edward Arnold, Broderick Crawford and Ruth Terry heading the cast. Miss Terry is pert, has oodles of sex appeal and should attract much attention by her work. O'Brien is an attorney, who is fighting a political ring, headed by Arnold, a newspaper publisher, who has become very wealthy on graft gained from many sources. When Claire Dodd, Arnold's mistress, with whom O'Brien at one time was deeply in love, is murdered, Arnold and his tool, Alan Dinehart, the prosecuting attorney, try to railroad O'Brien for the murder. Suspicion also falls heavily on Arnold and on Bernard Nedell, an underworld leader, who is one of Arnold's henchmen. Claire Dodd's murder is closely followed by the slaying of Eve Arden, O'Brien's wise-cracking secretary. O'Brien's campaign against Arnold and his gang, in which O'Brien is greatly aided by Douglas Fowley, a reporter, and his paper, results in Arnold's crowd being thrown out of power. However, the new prosecuting attorney presses the murder charge against O'Brien. O'Brien saves himself, when he forces his law partner Crawford to admit he committed both murders to keep secret the fact that he had slain a man in Texas, which he insisted was done in self-defense.

DIRECTION, Clever. PHOTOGRAPHY, Swell.



"As funny a picture as ever made!"
M. P. Herald

MOTION PICTURE HER

Slightly Honorable
(United Artists - Wanger)
Coffin Comedy

From the opening title to the final fa Walter Wanger's "Slightly Honorable" funny a comedy as ever made in Hollyw despite the fact that the underlying plot cerns several murders and an attempt by cro politicians to "frame" an innocent person. is hilarious, and the dialogue improves many the situations of the popular novel, "Send other Coffin," by F. G. Presnell, which for the basis.

Pat O'Brien, as the young attorney wh first question of any attractive girl he meets "Are you over 18?"; Edward Arnold, as t politician controlling road-paving graft; Ru Terry, night club singer who displays indiffe ence concerning lack of apparel; and Broderic Crawford, as the attorney's associate, are th chief characters.

Ken Englund wrote the swiftly moving, punchily told screenplay which sparkles with dialogue. John Hunter Lay and Robert Tallman adapted the novel.

Tay Garnett, who produced and directed the film, took advantage of an opportunity to combine comedy and suspense in correct proportions.

Supporting the leads are Alan Dinehart, Phyllis Brooks, Claire Dodd, Janet Beecher, Douglass Dumbrille, Bernard Nedell, John Sheehan, Willie Best and others.

"Webb" manages to divert suspicion from himself, while striving to find the killer. After a series of adventures, he uncovers the criminal, killing him in the fight.

Previewed at the Village Theatre, Westwood, Cal., to an audience which "rolled in the aisles."—V. K.

Produced by Walter Wanger Pictures for United Artists release. A Tay Garnett production. Directed by Tay Garnett. Screenplay by Ken Englund. Adaptation by John Hunter Lay and Robert Tallman. From the novel, "Send Another Coffin," by F. G. Presnell. Musical score composed and directed by Werner Janssen. Song, "Cupid's After Me," by Jules Styne and George R. Browne. Photographed by Merritt Gerstad. Art director, Alexander Golitzen. Associate, Richard Irvine. Editorial supervision, Otho Lovering. Film Editor, Dorothy Spencer. P. C. A. certificate No. 5827. Release date, Dec. 22, 1939. Running time, when seen in Westwood, 85 minutes. Adult audience classification.

When the critics are
UNANIMOUS
. . . you can bet it's
BOX-OFFICE!

WALTER WANGER presents

"SLIGHTLY HONORABLE"

A TAY GARNETT PRODUCTION, WITH

PAT O'BRIEN · EDWARD ARNOLD
BRODERICK CRAWFORD · RUTH TERRY

Directed by Tay Garnett · Novel by F. G. Presnell · Screenplay by Ken Englund, John Lay and Robert Tallman · Music by Werner Janssen

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UNITED ARTISTS

JAN 29 1940
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SHOWMEN'S MOTION PICTURE Trade Review

FILE

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

The Blue Bird
Grapes of Wrath
Wolf of New York
Adventure in Diamonds
Chip of the Flying U
Lone Wolf Strikes
Lambeth Walk
Bad Boy


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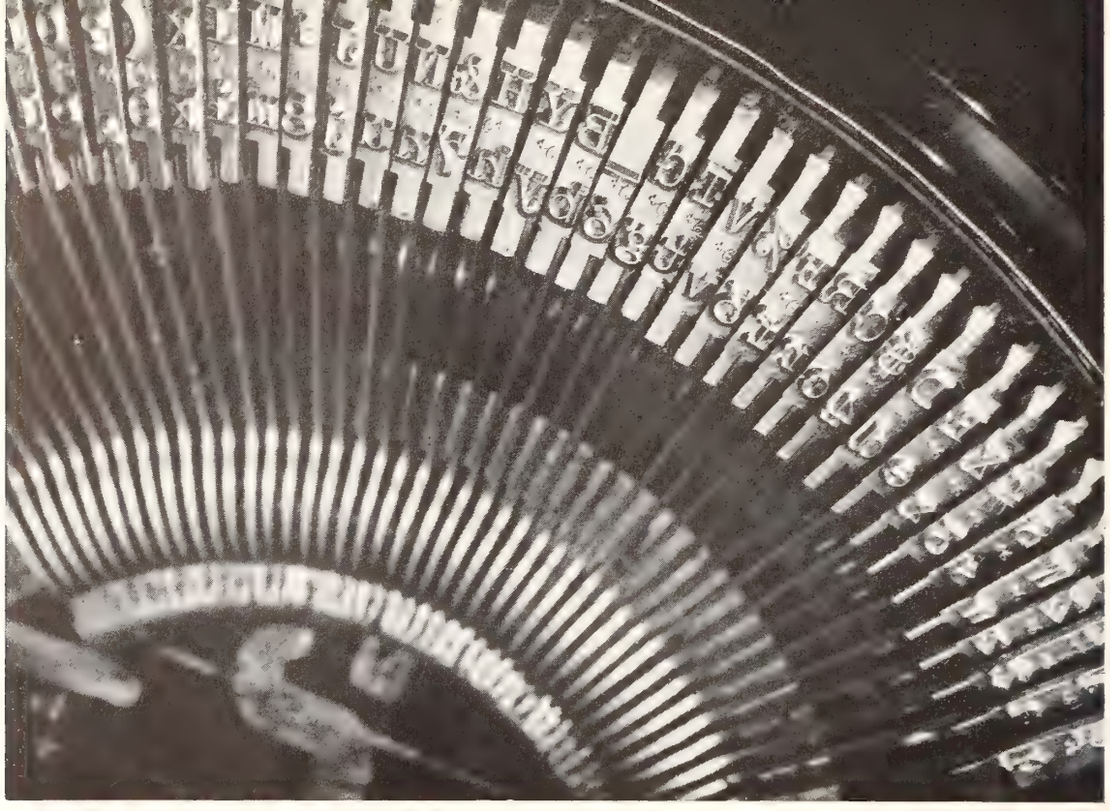
CHARLES A. CASENAVE

Vice president and general manager of Advertising Accessories, Inc., subsidiary of National Screen Service, which has established advertising accessory branches in exchange centers throughout the country.

January 27, 1940
Vol. 32 No. 1

Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

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GET HOT MR. TYPEWRITER!

Tell the folks why Leo's ROARING:

THE SHOP AROUND THE CORNER
(Margaret Sullavan, James Stewart)

I TAKE THIS WOMAN
(Spencer Tracy, Hedy Lamarr)

BROADWAY MELODY OF 1940
(Fred Astaire, Eleanor Powell)

THE MAN FROM DAKOTA
(Wallace Beery, Dolores Del Rio)

NORTHWEST PASSAGE *in Technicolor*
(Spencer Tracy, Robert Young)

STRANGE CARGO
(Clark Gable, Joan Crawford)

YOUNG TOM EDISON
(Mickey Rooney)

NEW MOON
(Jeanette MacDonald, Nelson Eddy)

AND ROAR! ROAR! ROAR!

M-G-M THE FRIENDLY COMPANY!

The Editorial Page

The Neely Bill

The current activity of its opponents to defeat the Neely Bill is interesting from many angles, more particularly because, for the first time, it actually dwells on the Bill itself rather than consisting of a smoke-screen of the imaginary results which will follow its enactment.

STR's attitude on this Bill is too well known. This was the *first* trade paper in the field to wage an intensive battle against it, but strictly from the exhibitor angle.

We still like our foremost objection to the bill even though the newer opponents are stressing their own particular views. We said from the very beginning that the Neely Bill is a step in the direction of government regulation and control of the motion picture industry and despite claims to the contrary from the proponents and supporters of the bill, we still say so.

We also still maintain, just as we did time and again during the past years, that impressive objection to the bill MUST come from the exhibitors and the various women's organizations throughout the country with whom the local theatreman has good contact. Through these two mediums a powerful and impressive front can be presented when the lower house opens its hearings.

Those who are fighting for the defeat of the measure must not lose sight of the fact that the opposition side is not only strong but well organized and in a position to counteract your efforts with a few of their own. All of which makes the fight the kind that must be handled with some degree of intelligence and control.

△ △ △

"Abe Lincoln In Illinois"

To all of the raves and compliments that have been heaped upon this picture to date, we thought it would be tough to add anything to them. And in all truth we did contemplate over the typewriter for quite some time.

Maybe it would simplify matters if we just told you that the picture is "magnificent." Certainly it is worthy of the best playing time any picture could ask for and besides it has been so beautifully produced that it ought to be a MUST for every man, woman and child.

No one who has seen both the play and the picture will dispute our statement that here is one of the rare occasions when the motion picture version of a great play is greater than the play itself. And when you stop to consider that the play was one of the outstanding events of the legitimate stage, then you can possibly gather the full import of what we are conveying herewith.

It appears that Harry Goetz has landed back in production with both feet.

Why Stop At Arbitration?

Now we even have Allied asking for arbitration. Unless our aging ears deceived us in Minneapolis last June, they wanted nothing, no-how, from the distributors, or words to that effect. That is, unless they could write the script themselves. The abuse heaped upon all who opposed their views, is ancient history.

But as long as Allied has finally come around to practically the identical arbitration set-up that was offered in Minneapolis, why stop there? What about some of the other trade concessions that were kicked around and maligned at that never-to-be-forgotten shindig?

Is it possible that Allied leaders have seen the light and decided that "a little at a time" is better than nothing at all or, the questionable something it had long hoped for from legislation and litigation?

They are to be congratulated on what appears to be a genuine desire for peace within our industry. Peace formulated by the industry and not through the medium of enforced legislation. So let us hope the distributors will take up the cudgels again and salvage something out of what was once considered a complete wreck.

(Paging Bill Rodgers.)

△ △ △

"The Blue Bird"

Up to this time we thought Walt Disney had a complete monopoly on screen fantasy through the medium of his famous animated cartoons.

We now know otherwise. 20th Century-Fox has brought to the screen one of the most enchanting bits of fantasy it has been our pleasure to see and no matter from what angle you view it, it must be a foregone conclusion that "The Blue Bird" will do a terrific business.

Very wisely, the production brains of this company did not make this another Shirley Temple vehicle. Shirley simply enhances an already magnificent production through her fine portrayal of Mytyl. But there are too many other contributing factors to the complete success of this picture to label it as belonging to any one person.

"The Blue Bird" has started to wing its way across the entertainment world and in its path we safely predict a succession of SRO engagements for all of its run right on down to the last play dates. The reasons should be obvious to everyone. It holds absolute appeal for both adults and children and brings to the silver screen a colorful Technicolor, a grand story, directed with a master's touch, produced on an elaborate scale — but not so as to detract from the beauty of the story being told — and acted by a perfect cast.

—*"CHICK" LEWIS*

ZANUCK HITS PIC YANKING

May Seek to Halt Short First Runs

Arriving in New York last Friday for the world premiere this week of "The Blue Bird" and "The Grapes of Wrath," Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, declared that his company, if necessary, may resort to protective contractual clauses to stop the practice of exhibitors controlling both first-runs and subsequents of yanking top bracket pictures early in the run so as to make a larger profit at the expense of the distributor.

Zanuck said 20th-Fox would fight the practice in every way possible, adding that he hoped the company's top-bracket films would "protect themselves." Besides attending the premieres, he will also confer, while here, with Sidney R. Kent, Herman Wobber and Joseph M. Schenck, who accompanied him to New York.

The number of pictures on the company's 1940-41 schedule will probably be determined at the conferences, Zanuck said. Types of films to be made will lean toward the dramatic. Although 14 million-dollar pictures were on the current schedule and just as many or more are lined up for next season, the company will not abandon its series pictures.

No reply to the scathing indictment he made of the way the Fabian circuit handled a 20th-Fox film in an upstate town by yanking it when it was doing SRO business has been received by him, Zanuck stated. He said he believed Si Fabian, circuit head, probably did not know of the move when it was made.

Asked about movie stars on the radio, Zanuck declared he would not allow any of his stars on the air unless they were directly plugging some new company picture.

Sherman to Produce High-Budget Film

Harry Sherman will make one high-budgeted film in addition to his Hopalong Cassidy pictures for Paramount, it was announced this week. Now in New York, Sherman said the story would be "The Roundup," based on a well-known Klaw & Erlanger play of several years ago. Production on the picture, which will cost approximately $400,000, will get under way in July. No star has been named.

Duke Hickey Joins National Screen

Duke Hickey, formerly associated with Universal Pictures as exploitation, advertising and publicity maager, has been appointed promotional director and manager of the Special Service Department of National Screen Service's Chicago office.



Colonel John J. Mangan (second from left) shakes hands with Pat O'Brien and James Cagney as Jack L. Warner looks on when they arrived in New York Monday to attend the Fighting 69th Dinner at the Waldorf Astoria on Wednesday evening where O'Brien and Cagney were guests of honor.

WB Production Budget Rises

Company Will Range Product Budget for '40-41 from $350,000 to $2,500,000

Here to attend the preview of "The Fighting 69th" at the Waldorf-Astoria, which took place Wednesday evening, Jack L. Warner, Warners' production chief, asserted that the company will range its 1940-41 product budget from a minimum negative cost of $350,000 to $2,500,000. This increasing of studio expenditure, he said, was in accordance with the policy of complete "B" picture elimination so that maximum grosses can be attained.

Characterizing "B" product as eye-burners, Warner contended that the easiest thing is to turn out such pictures but that the company desires to take the difficult road so that consistently high quality pictures can bring larger mutual profits to theatre outlets and the company. It is his conviction, he said, that if the right kind of features are made, "any amount of money can be made in the industry."

During the past four years production costs have risen enormously, he pointed out, and placed the percentage boost over that period at from 300 to 400 per cent. Contributing to this rise were various factors all along the line, he said.

Berkson, Mills Form Screencraft Pictures

J. S. Berkson and B. H. Mills, former Republic franchise holders in Albany, Buffalo and Detroit, have formed Screencraft Pictures, Inc., to distribute pictures nationally through the States Rights market. Ready for release are "War Angels," said to be a timely war film with an all-feminine cast, a series of 6 Tim McCoy Westerns and a series of 6 Action Thrill-o-Dramas. Berkson is now on a sales trip which will take him to Detroit, Cleveland and Cincinnati.

WB TO RELEASE CAPRA PICTURE

Contracts for One-Picture Deal In Attorneys' Hands

Hollywood—"Life and Death of John Doe," to be made by Frank Capra Productions, which was recently organized by Capra and Robert Riskin, will be released by Warner Bros. in line with its new policy of contracting for outside independent product from time to time, it was announced this week.

A one-picture deal, production is slated to begin April 15. At the present time, contracts are in the hands of attorneys and were expected to be signed some time this week.

Unusual Premiere For Republic Film

Republic is offering a brand new idea in world premieres Friday evening when "Village Barn Dance," a new musical, is revealed at the Village Barn, New York's only country night club. Republic promises all the usual fixin's of a Hollywood premiere, including personal appearances of Mayor LaGuardia and other distinguished New Yorkers, and such screen stars as Gene Autry and Judy Canova. The festivities will be broadcast over a coast-to-coast Mutual Network.

WON'T JOIN IN "GOLD" FIGHT

Ohio ITO Prefers to Meet Competition

Detroit, Mich.—A formal protest was lodged with the Federal Communications Commission in Washington last week by members of the Co-Operative Theatres of Michigan in an effort to drive "aerial gambling" off the air ways. The protest was made, it was said, in preference to "doubling" "Pot O'Gold" prizes.

Co-Operative, according to a bulletin from its offices, is advising its members and all other theatre owners to write letters of protest to the Commission.

Meanwhile, in an exchange of correspondence between Co-Operative's Thomas McGuire and ITO of Ohio's Pete Wood, the latter stated that the former will not have the requested cooperation of ITO. In replying to McGuire's suggestion that the ITO hop aboard the protest band wagon, Wood wrote back that "it would appear as though theatre owners are engaged in the business of protesting instead of meeting competition as is done in every other line of business, namely, going out and selling their own line of merchandise."

Referring to McGuire's stigmatizing of the Tums program as a "radio gambling program," Wood wrote "it leads me to believe that you are unfamiliar with the old accepted principle that, before one goes into court, he should be . . . sure he does so with clean hands . . . and . . . you will admit that, in the matter of 'gambling programs,' the theatre owners are living in glass houses."

SHOWMEN'S MOTION PICTURE Trade Review

Vol. 32, No. 1 Jan. 27, 1940

Title and Trade Mark Reg. U. S. Pat. Off.

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Showmen's Trade Review is published weekly by Showmen's Trade Review, Inc. Publication office, 34 North Crystal St., East Stroudsburg, Pa. Editorial and advertising offices, 1501 Broadway, New York City. Tel.: Bryant 9-5606. Subscription price in the United States and Canada, $2.00 per year. Foreign, $5.00 per year. Single copies, ten cents. Subscribers should remit with order. All contents copyrighted 1940.

Kennedy's Korner

That dream picture called "Gone With the Wind" is making Broadway as cozy as Main Street. The cops on the traffic beat give strangers all the dope about showing time, price scale, etc., at both the Astor and the Capitol. "Go up to the Capitol, that's at 50th St. The Astor's sold out—all reserved seats there, but the Capitol is continuous." We've heard that a dozen times while crossing 44th, and every time it's said with every show of courtesy you'd expect from an employe of the theatre. As a matter of fact, New York's "Finest" do a job that could well be a model for staff employes. When "Gulliver" was standing them down to 8th Ave., it was the cops who were kidding the youngsters lined up for tickets, and showing even more good humor toward the crowding and pushing than the theatre's harried outside men.

What a kick Hal Roach would get out of seeing his two favorites, pictures and cops, on such terms! We don't know whether the absorbing interests of making features and running one of the country's greatest race tracks has dampened the enthusiasm Roach must have carried up from boyhood for cops and their uniforms and jobs. But the last time we rode in a taxi with him, Roach was on the edge of the seat, watching the traffic cops work. When the cab drew up sharp at a light and the upraised hand of a cop, he grinned approvingly and said: "Boy, these New York cops sure tell 'em."

The glamour that has been all over Broadway, what with premieres and visiting Hollywood celebs, makes picture business look mighty good these days. The screen is way out in front in public interest, and it's only when you look at the papers from those points where they show three features for a 20-cent afternoon and a quarter for nights, that you feel there's still something screwy somewhere—a monkey wrench clattering around in the works.

LONDON Observations By Jock MacGregor

Taking advantage of the later cinema hours, His Majesty set an example to those who are scared of going to films at night by taking Her Majesty and other members of the Royal Family to see "The Marx Brothers at the Circus," at the Empire . . . His Majesty paid like any other cinemagoer . . . We were very sorry to hear of the death of ROY SIMMONDS, 20th Century Fox's popular publicist . . . ARTHUR DENT and JOE FRIEDMAN, back from his trip to the U. S., were hosts at lunches before recent previews . . . So far there is little rationing of the critics by Wardour Street . . . WILLIAM SCRIMGEOUR, a director of AB, believes the closing of cinemas was a blessing in disguise . . . it made people who take the movies for granted realize how much they can miss them . . . We are glad to hear that PAT O'CONNOR, who was "out" through Odeon taking over certain Paramount Theatres, has now joined Paramount Film Service . . . Manager DEENY of the Regal was fined about a hundred dollars for breaking the "blackout" laws . . . His lobby was too brightly lit . . . JEFFREY BERNARD has a great picture in CRONIN'S "The Stars Look Down" . . . It is further proof that good pictures can be made in Britain.

Allied Resolves to Campaign For Immediate Arbitration

Procedure is Nearly Like That in Code; Rejection of Plan Seen

Washington—In session here last week, Allied's board of directors made its demands for arbitration and resolved to campaign for the establishment of a system to settle disputes involving clearance, overbuying and other major issues. The plan is almost identical to the procedure outlined in the proposed Code, with one exception. Approval of the Code's arbitration clauses were expressed by Allied's directors, excepting represenation on the board.

In the Code, the panel would be composed of one distributor, one affiliated exhibitor, one independent and one neutral. Instead of this, Allied wants to place two independents on the local board. That Allied's recommendations would not change the voting strength but would put less pressure on the neutral arbitrator, since the affiliated exhibitor and the distributor, although having but a half-vote each, would still represent two voices against one in influencing the neutral man, was said by President H. A. Cole.

With its recommendations for arbitration made, Allied placed the next step solely in the hands of the distributors.

Four other resolutions were adopted at the final session; one renewing Allied's endorsement of the Neely Bill; another asking distributors to cancel all outstanding licenses for the showing of 16 mm. versions of their films in competition with exhibitors; another protesting against the appearance of movie stars on the radio, and lastly, one requesting regional units to cooperate with Yale University's parking problem survey.

Meanwhile, Grad Sears, Warners' vice-president and sales head, expressed the opinion this week that Allied's recommendations would not meet with the approval of distributors. In differing with Cole's opinion, Sears declared that a distributor member of the arbitration board would not throw his support to an affiliated exhibitor simply because he was an affiliated exhibitor and that Allied's proposals were out of line.

General reaction to Allied's recommendations pointed to the opinion that success of the venture rested more with the circuits than with the distributors. On his departure for the Coast this week, Ned Depinet RKO vice-president asserted that no arbitration is possible unless all parties are willing to arbitrate.

Silverstone, Helprin To Represent Pascal

Emanuel Silverstone and Morris Helprin have been appointed to represent Gabriel Pascal in the same capacities in which they serve Alexander Korda, it was announced this week by the new United Artists producer.

MGM WILL MAKE 52 FOR 1940-41

Schedule Won't Be Affected By European War

Despite the fact that the European war has caused a great deal of territory to be lost to American film companies, there is no intention on MGM's part to pare its production schedule for next season, Louis B. Mayer, vice-president in charge of production, stated this week on his arrival in New York from the Coast.

There will be 52 pictures for the 1940-41 season, according to present plans. Mayer said the company's schedule was such that releases have been set up to September of this year. Replying to a question as to whether or not MGM would make pictures in the East in accordance with Mayor LaGuardia's campaign for New York production, he said Nicholas M. Schenck, president, would have to answer that one, but that it was his own belief that pictures could be made anywhere.

"Northwest Passage," which was to have been released in two parts, will be released in a single version. If successful, a follow-up production will be made.

Important Dates

Jan. 27-28: Columbia western sales meet, San Francisco.
Jan. 28: Actors Fund of America benefit, Winter Garden.
Jan. 29: C. C. Kellenberg testimonial dinner, William Penn Hotel, Pittsburgh.
Feb. 1-3: National Board of Review conference, Hotel Pennsylvania, N. Y.
Feb. 4: NVA annual benefit, Alvin Theatre.
Feb. 9-11: National Poster Service Association convention, New York.
Feb. 15: Detroit Variety Club Feather Farty, Book-Cadillac Hotel.
Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 18-25: Will Rogers National Theatre Week.

Buffalo First Run

A first run engagement of Alliance Films' "Dead Men Tell No Tales," has been set for the Mercury, Buffalo, N. Y.

Dick Kirschbaum's Korner



6 QUIT N. Y. ALLIED UNIT

Resign In Split On Neely Bill

Max A. Cohen's New York Allied organization has again been split asunder with six members representing 16 theatres in the Albany unit resigning. Mitchell A. Connery, who was district vice-president of the unit, led those who resigned. The split came following a meeting at which a resolution favoring passage of the Neely Bill was voted, despite the fact that the organization has been on record as opposed to passage of the bill—a fact which led to its expulsion by National Allied.

The split had been expected for some time as several up-state members had been opposed to Max Cohen's campaign against the Neely Bill and had stated so at meetings. Finding reconciliation impossible, they resigned. They have not stated whether they would join the Allied unit affiliated with National Allied which the latter tried to organize this summer following Cohen's expulsion.

DEMBOW, JR. NAMED

Will be Para's Vice-Prexy In Charge of Theatres

Sam Dembow, Jr. becomes Paramount's vice-president in charge of theatre operations. Although Paramount's announcement this week stated he would join the theatre department staff on Jan. 26, it is reliably reported Dembow will fill the office left vacant by Y. Frank Freeman, now a top studio executive. Duties relating to film buying and theatre operations now handled by Leon D. Netter will be divided between Dembow and Netter. Theatre real estate and corporate and general problems of theatre policy will continue in the charge of Leonard Goldenson.



(cabled photo)

Gabriel Pascal, famous producer-director, was added to the United Artists producer roster last week when he signed a three year contract with the company following transoceanic negotiations with Murray Silverstone, chief of world wide operations of United Artists. Pascal, producer of "Pygmalion," will work with George Bernard Shaw in bringing the playwright's "Major Barbara" to the screen as his first contribution to the UA schedule. Shown at Shaw's London home at the signing of the contracts are, left to right, George Archibald, of United Artists, Shaw, Pascal, and E. T. Carr, general manager of United Artists in England.

Studios Ahead on Releases

With Season Half Over, 57% of the Total Commitment Is Released or Being Edited

With the season just half over, production is well along for the major companies, most of them having delivered half of their commitments or having them in the editing process and ready for delivery as release dates come. Out of a total of 513 pictures promised for release during the 1939-40 season, 215 have been delivered while 77 more are being edited and will be ready for release. Only 32 pictures are in production, a rather low figure which is expected to jump in the early Spring when the studios begin production on 1940-41 product.

Paramount is furthest ahead with 41 out of its commitment of 52 pictures released or in the cutting rooms. Three of the Harry Sherman Hopalong Cassidy pictures have been released and the other three are being edited. 20th Century-Fox also has a large part of its commitment completed with 32 pictures already released out of a total of 52 and 5 more being edited. MGM has released 22 out of its minimum commitment of 44 and has 7 more being edited. United Artists has made a better showing this year than ever before with 13 pictures already released and 8 more in the cutting rooms of a record number of 32 sold. More will be delivered before the end of the season to give UA the greatest number of releases it has ever had.

(Complete Survey of Product on pages 12 and 13)

Indie Postermen to Convene Feb. 9-11

Independent poster renters from all over the country will attend National Poster Association's annual convention to be held Feb. 9-11 in New York. One hundred per cent attendance is assured. Simon Libros, president of the Independent Postermen's Association, stated that his organization of long established, independently operated poster exchanges, was in a position to render the same complete service on the accessories of all companies, and would continue so.

"U" Shows Profit

Universal shows a profit of $1,153,321 after all charges, for the fiscal year ending last Oct. 28. The company reports a net income of $1,578,078. The company had shown losses for the previous two years.



Led by Mrs. Franklin D. Roosevelt, official Washington and the press went to see RKO's "Abe Lincoln in Illinois" on Monday and accorded it a terrific reception. Society, officialdom, diplomats and the Fourth Estate joined in the celebration. Pictured above, arriving in the Capital for the premiere are: Izzy Rappaport, Hippodrome Theatre, Baltimore; Emanuel Hurtz, noted collector of Lincolnia and author and lecturer; Bob Folliard, RKO Radio Branch Manager in Washington, D. C.; Jay Emanuel; Jim Ivers, "Chick" Lewis, Frank Leschin; Arthur James, Andy Smith, Eastern and Canadian Sales Manager of RKO, Geo. Morris; Nat Levy, RKO Eastern District Manager.

"U" PLANS 57 FOR 1940-41

Frank Lloyd Producing Three Specials

Contemplating no curtailment of production for the 1940-41 season, Universal may even make more pictures than were announced for the current lineup it was announced this week following the return of company executives from studio conferences.

Tentative plans at the present time call for 40 features, seven Ardy Devine comedies, seven westerns and three specials to be produced by Frank Lloyd who, in association with Jack Skirball, this week put final signatures to the contract that brings Lloyd into the Universal fold. Lloyd will produce exclusively for the company on a long-term deal. His pictures will be top budget productions cast with important players and devised by the screen's top flight writers.

Although producing on the Universal lot, Lloyd will not make his headquarters there until completion of "Tree of Liberty," which he is currently producing at Columbia. It is likely that Skirball will precede him on the lot to prepare for preliminary production arrangements. No decision has been reached as to the first Lloyd picture for U, though several important properties are said to be under consideration.

President Nate J. Blumberg, William Scully, sales manager, J. Cheever Cowdin, chairman of the board, and Joseph Seidelman, head of the foreign department, returned from the Coast, where plans for the completion of this season's commitments were discussed and the groundwork laid for the coming season.

FIRST TO SEND IN REGISTRATION

Dallas—Tom Clemmons, secretary and treasurer of the Jefferson Amusement Co., Beaumont, Texas, was among the first to send in his registration fee for the forthcoming Variety Club National Convention to be held here April 18-20 and which will be attended by many prominent personages from the stage, screen and radio.



Tom Clemmons

Not only did Mr. Clemmons send in his own registration fee, but he also registered for all his associates in the Jefferson organization.

Selling the Picture

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Beau Geste	Sept. 16
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
Fighting 69th	This Issue
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Golden Boy	Sept. 2
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Honeymoon In Bali	Sept. 30
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
Intermezzo, A Love Story	Sept. 23
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Mutiny in the Big House	Sept. 30
Ninotchka	Nov. 4
Nurse Edith Cavell	Sept. 30
Old Maid	Sept. 2
Rains Came	Sept. 16
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
Thunder Afloat	Sept. 23
U-Boat 29	Oct. 7
Under-Pup	Sept. 9
Women, The	Sept. 9

Petitions Available for Hart Fans Who Wish To See "Tumbleweeds"

If theatremen are in doubt concerning the legion of William S. Hart fans, let them distribute petitions in their situations. Such a petition has been made available by Astor Pictures Corporation in connection with the re-issue of "Tumbleweeds." Containing a review of the picture, the petition also has several lines to be signed by the "loyal and true friends of that great actor, William S. Hart" in requesting that "you make it possible for us and other residents to see his great production, 'Tumbleweeds' in which we see our favorite on the screen for the last time, and hear him speak from the screen for the first time."

According to official spokesmen, these petitions have made it possible for Hart fans the country over to indicate their desire to see "Tumbleweeds," and have cast doubts from the minds of many exhibitors who are often skeptical of the reception that may be accorded a re-issue.

Novel Window Displays Feature Scene Stills from "Hunchback"

Very often stills from major productions may be placed for display purposes with leading business establishments and book stores in the city where the film is to be shown. An example of this was in New York City where the RKO-Radio and Music Hall publicity departments supplied Liggett's, Whelan's, and the Pennsylvania drug stores and Brentano's, New York's most prominent book store, with an exhibit of stills from "The Hunchback of Notre Dame," the tiein being made with the run of "Hunchback" at Radio City Music Hall.

The stills, used for window display purposes, served as a background for the various editions of the novel and were featured in the companies' stores in Radio City.

STR Leaders' Survey Reveals Some Interesting Facts on Selling Pictures

FROM the survey conducted by STR for its annual "Leaders of the Motion Picture Industry," some facts regarding the current forms of showselling came to light which should be of interest to many in the industry. Particularly interested, should be those who are responsible for making up the press books and the theatre sales accessories, for the gearing of material to the existing methods of exploitation at average theatres is one of the most important functions of those supplying exploitation aids for their films.

From answers to the question as to the show-selling forms used most regularly and with greatest effectiveness, the following facts were gathered.

Practically every theatre depends upon two mediums as their most important contact with the potential patron. Newspaper advertising and screen trailers. No matter what other form of show-selling was utilized, these two always topped their merchandising efforts.

The next most important medium for attracting patronage was front displays. And frankly, we were amazed as we had no idea that so many theatres used this form of advertising to attract atention. Apparently, more and more theatres are adopting this medium as a definite part of their campaigns.

Next in the order of their selections was window cards. This has always been an old reliable form of theatre advertising and new mediums have failed to cut it down or eliminate it. It still remains as one of the theatremen's best bets and was almost neck and neck with front displays.

Circulars and Heralds

Fifth in preference is circulars and heralds. These sales helps have always been useful and in most instances, profitable for theatremen. Their use is wide and varied and especially for lending emphasis to a forthcoming attraction.

Sixth: House programs. This medium for distribution or direct mailing once enjoyed widespread popularity in almost every theatre in the land. Came the depression and with it a dropping off of this approach. But with better times returning during the past few years we find the house program, in a hundred different forms, coming back into its own. Our Program Exchange will back this up.

Seventh: Posters and posting. Here again is a form of show-selling that slipped for several years from its exalted spot as one of the leading forms of advertising and is again mounting in favor. We knew it was staging a strong come-back but until the survey was completed we had no idea how strong.

Eighth and Ninth: Merchant tie-ups and Street Ballyhoos. These are, of course, two forms of show-selling that vary according to local tastes and the theatreman's ideas of how he can emphasize his attractions.

We realize that there are several other forms of show-selling which were not covered by the survey, but the information gathered on the methods reported above were sufficient to give definite indication of the trends in the various classifications. As such they should prove interesting to all theatremen everywhere.

C.E.L.

EVERYTHING FROM A TO Z

To impart to exhibitors the box office qualities of "Swiss Family Robinson," RKO-Radio, through its sales promotion manager, Leon Bamberger, has distributed to exhibitors throughout the country an attractive little booklet entitled, "The Dictionary of Entertainment." Pages are tabbed alphabetically from A to Z, so that no matter to which page the mailing piece is opened, some important fact about the picture or suggestion on how to exploit it appears. Showmen planning their campaign for "Swiss Family Robinson" will get much inspiration from this colorful booklet.

Monogram Closes Radio Tieup With "Uncle Don"

Monogram is working in cooperation with Uncle Don of the Mutual radio network on a child talent contest. This program, which is sponsored on nineteen stations throughout the nation and available to the remainder of the coast to coast network, is heard daily at six p.m. This is the third-annual contest of this nature. Paramount cooperated with Uncle Don in 1938, Twentieth Century-Fox in 1939.

The contest, which is to run from January to June, is open to children in every state in the Union. The grand prize is a speaking part in a Monogram picture which will go into production in May. Upon the return of the winners to New York, the children will make personal appearances on many radio programs as well as stage appearances with and without Uncle Don.

This is one of the biggest exploitation stunts the company has had for a long time. Every day, from now to the end of May, the company will be mentioned as being connected with the contest. Comments will be made on the company's players, productions and other studio information. Every time either of the winners makes an appearance, Monogram will receive credit.

Posters will be displayed in all schools in the Metropolitan area in connection with the contest. The Board of Education has placed its stamp of approval upon the idea and will permit the winners to leave school for the trip to Hollywood. Posters will credit Monogram as well as all applications to contestants, all news releases sent out by Uncle Don and the Mutual Network.

The winners, who are flown to California by United Airlines, will be made honorary members of the United Airlines Fleet. The boy will receive a pilot's outfit, the girl a hostess's costume.

Twenty judges will choose the final winners, basing their decisions on the following five points: (1) Singing, dancing and musical ability; (2) Dramatic work, diction and general reading; (3) Memory work and presentation; (4) The answers to a set of questions suitable for a child of his or her age. These questions have been approved by the New York Board of Education; (5) Physical appearance, health and poise.

Preliminary auditions will be held in the WOR studios in New York City.

February Brings Holidays, Lent, Wise Showmanship

Throughout That Month and Well Into March Be Alert In Show-Selling Activities

IT'S true that most of February will be taken up with Lent, but at the same time there are other things in the wise showman's favor. He won't fear Lent, for he will be doing everything in his power to keep business at a profitable level. And he'll be thankful for the holidays, for despite its brevity (only one day longer this year because of Leap Year), February has about as many days of observances as any other month. Let's go through the month, on into March, making note of the outstanding holidays and other events.

On February 1 will be the 151st anniversary of the election of George Washington as President of the United States. One of the historical short subjects, such as Warners' "Bill of Rights," "The Declaration of Independence" and "Sons of Liberty," might be featured on your program. Questions as to the election dates of succeeding Presidents might be asked in your programs or in the newspaper and school publications, with passes offered for the correct answers.

If the Groundhog sees his shadow February 2, or even if he doesn't, it'll still be Groundhog Day. Tie this up with your current advertising. You might say, for instance, that whether the Groundhog sees his shadow or not, no matter what the weather will be for the coming weeks, your theatre will continue to show "the best of the biggest" in motion pictures. Or, you might say that while one can't always depend on the Groundhog's action February 2, he can always depend on your theatre having a good show week in and week out. You should be able to concoct other clever lines.

Cooperate With Dramatic Clubs

The week of February 4-11 has been hailed as National Drama Week. During this week, you can cooperate with the high school or college dramatic clubs by permitting them to put on a one-act play in your theatre as a special attraction one evening. On the premise that you may have a Little Theatre group in your community, this offer should also be directed to its members. Perhaps you could foster an amateur dramatics club, staging "tryouts" for prospective members as a special added attraction each evening during National Drama Week.

On Wednesday, February 7, Lent begins and will continue until Palm Sunday, March 17. About fifteen days earlier than last year, this period is another good reason why you must display wise showmanship if you expect to steer through February and well into March minus battered sails. During this time you must maintain friendly relations with the ministers, for it will be they who will be setting the decree as to whether or not their parishioners should attend a movie. Many people, in strict adherence to the religious occasion, will forego movies entirely. But if you choose clean entertainment, if you point out to the ministers that the majority of films are clean and have a moral, and if you invite these men of the cloth to attend special previews of some of the attractions you will show, such activity should, in the end, be of great benefit to the box office.

Thus, as we bring more holidays to your attention, bear in mind they will all be taking place within the period of Lent. At the same time, regardless of holidays, we will suggest an idea or two to keep your theatre actively before the public.

The 128th anniversary of the birth of Charles Dickens, as well as the 48th anniversary of the beginning of long distance telephone service between Chicago and New York, also take place on February 7. So, even though Lent is beginning with Ash Wednesday, there are two other occasions on which you can capitalize. In honor of Dickens, you could revive "David Copperfield" or "Oliver Twist." You could tie up with school and public libraries, as well as book shops. A prize might be offered for the oldest Dickens book, or group of books, owned by a resident of the community.

Feature Story in Newspaper

If you wish to tie in with the establishing of long distance telephone service, seek the cooperation of the telephone office. A feature story for newspaper use might be written in which there is an explanation of how the long distance telephone avoided an emergency in your theatre. This day might be an appropriate one on which to bring back "The Story of Alexander Graham Bell."

Here's a way to maintain that feeling of goodwill between your theatre and the public, so important during Lent. Boy Scout Anniversary Week will be observed February 8-14. Let the various troops stage rallies at your theatre, or perhaps one of the drill teams could perform on your stage. At one of the performances, entertain the Scouts as your guests. Parents will like to see any activities in which their sons are engaging, and if you make your theatre the center of these activities, it's ten to one parents and relatives will be right there.

With February 12 the anniversary of the birth of Abraham Lincoln, there's reason enough why this day should be accorded your fullest consideration. You have both features and short subjects from which to choose in making up a program to commemorate one of the most beloved sons of history. There is "Lincoln in the White House," one of the Historical Featurets from Warners. In features, there is "Of Human Hearts" (MGM), released a couple of years ago in which Lincoln figures prominently in the story: "Young Mr. Lincoln" (20th-Fox) released only last year; and, if released as scheduled, the new RKO-Radio version of the stage play, "Abe Lincoln In Illinois."

Contact Local "Lincoln" Firms

All business firms which have adopted the name of Lincoln or which have based their policies on the ideals of "The Great Emancipator" should be contacted for cooperative newspaper ads and window displays. Students could be offered prizes for the best essays, or the best drawings, of Lincoln.

If you begin to see hearts and Cupid with his arrow in your sleep a day or two ahead of February 14; if your wife's disposition is especially sweet, you'll know that St. Valentine's Day is due on the fourteenth. And to tie in your theatre with the occasion, you can distribute candy hearts a few days ahead (boys and girls getting hearts on which the greetings are exactly alike to be your guests); play an attraction with a strong love interest; invite the oldest married "sweethearts" in town to see the show as your guests (good publicity should result from this); and use cut-out hearts as the motif for your front display. The short subject, "Frankie Masters and His Orchestra" (reviewed last week) is appropriate for exhibition on this day, inasmuch as the band features "heart" songs.

In all states, February 22 will be a legal holiday, for it will be the 208th anniversary of the birth of George Washington. Here again, historical subjects should be featured. You'll no doubt give greater emphasis to this date than to February 1 (anniversary of Washington's election to the Presidency), which is as it should be. Novelty hatchets could be distributed to patrons as reminders of the "cherry tree" incident, bearing tags with copy to the effect that "Washington could not tell a lie, and neither can we—here's a grand show for the whole family on Washington's birthday."

Tie in with school history classes for the best themes on any notable incident of Washington's life students choose to write about. Biographies and books based on the certain phases of the life of the Father of Our Country should be featured by book dealers in special window displays.

By this time, women of the community will begin to wonder what they are going to wear for Easter. Take that as your cue to stage an Easter Style Show, with flower shops, furniture stores and others who may be able to furnish decorations tied in on the venture. Department stores and the newspaper, naturally enough, will be cooperating with you in the presentation. Get school sewing classes to design fashions appropriately for Easter, and display them in windows around town, with your theatre credited as sponsor. Many of the winning styles might be displayed in the lobby, but be sure they are protected from those who would want to handle them.

Tieups on Spring Gardening

Many people will be thinking about gardening. As a goodwill gesture, why not have an authority on gardening and planting in the lobby to answer questions? Tie up with seed stores and hardware establishments on seeds and gardening implements.

In March, one of the most worthwhile occasions of which you should take advantage will be Girl Scout Week, celebrated from the 12th to 18th. Like the Boy Scout Anniversary, the same sort of activities should be planned. The boys will have had their day; now let the girls have theirs.

With the termination of Lent on March 17 will also come St. Patrick's Day. Invite all "Patricks," provided some aspect of their attire is in green, to be your guests. Just be sure that the names are selected from the directory, and watch out for those who might try to "chisel" free admissions. If your community is predominantly Irish, it might be wise to feature an Irish-made film.

You should always be careful, of course, no matter what the occasion, to keep your advertising from becoming "sensational" or exaggerated. But especially should you heed this warning during Lent. Be on your best behavior at all times. Be active in civic affairs. Be "on the floor" as often as possible to greet your patrons. In following the suggestions we have outlined here, you will, we feel sure, be lessening the usual "poor business" stigma that faces exhibitors from Ash Wednesday to Palm Sunday.

Chakeres Studies His Pictures; Uses Different Selling on Each

M. H. Chakeres, manager of the Regent Theatre in Springfield, Ohio conceived two entirely different campaigns to ballyhoo two completely different pictures. On "The Wizard of Oz" he utilized the window of the F. W. Woolworth Company for a 22″x30″ card. Popular priced books of the picture completed the display. On "The Man In The Iron Mask" a man dressed in the exact duplicate of the costume of the picture walked around the town for two days. To make the costume completely accurate the robe was obtained from Wittenburg College.



An STB Showmanalysis
(REG. U. S. PAT. OFF.)

Original screenplay by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin. Directed by William Keighley. Associate Producer, Louis F. Edelman. Executive Producer, Hal B. Wallis.

Make Civic Celebrations, A 69th Regiment Dinner And Big Parade the High Spots of Your Campaign

MANY are the reasons why Warners' "The Fighting 69th" seems destined to "go places" at the box office with the benefit of a socko advertising and exploitation campaign. In the first place, average audiences revel in laughs, pathos and drama; add to this biographical fact and you have the ingredients that, once your opening has taken place, should account for even greater patronage as the engagement continues.

What showmen want, of course, is a picture that lends itself to tremendous exploitation possibilities; that gives them a chance to contact community leaders and plan civic celebrations. And that's what "The Fighting 69th" offers. True enough, the cast is all-male, a fact which at first would tend to disturb those who realize that romance and feminine interest are usually necessary to attract the women. But on the other hand, forgetting all about this, you can concentrate so heavily on the other angles and make your campaign so stirring and impressive that you'll have no need to worry about the absence of women from the cast.

This is the proper place, we believe, to insert a warning. Just because of the chaos abroad, don't get the mistaken impression that plugging the horrors of war in your advertising and suggesting such horrors through gas mask and war implement displays in the lobby will benefit you. Keep away from any "horror" angles whatsoever, for "The Fighting 69th" is not that kind of a picture. And now that this warning has been firmly implanted, let's continue with our exploitational outline.

Our advice would be, assuming you have set your playdate, to get in touch with every civic and patriotic organization in your locality—American Legion Posts, Rainbow Division, 69th Chapters, Women's Auxiliaries and other groups. If possible, arrange a private preview with these groups in attendance. Still better, and certain to grab a lot of publicity, would be the staging of a "Fighting 69th" get-together dinner at a local hotel at which time the picture could be screened for the groups present. Already much interest has been aroused among Rainbow Divisions, 69th Chapters, etc., all over the country, which means that your local groups will be ready to back your showing to the limit.

A get-together dinner, of course, should reap plenty of publicity in the press and over the radio. And if there is the least doubt of its effectiveness, the result of such an event in New York for the film's engagement at the Strand should dispel it. Here, the dinner took place at the Waldorf-Astoria as the reunion of the old 69th Regiment was celebrated following a heavy barrage of advance publicity. The day of the dinner had been designated as 69th Regiment Day by the New York City Council. Not only in New York, but in cities all over the country, more than 25 dinners and previews took place on Jan. 24, all backed by radio plugs.

Highlights of the New York dinner were carried over the blue network of NBC. Governor Herbert H. Lehman of New York, James Cagney and Pat O'Brien, Major General Hugh A. Drum, Col. William A. Donovan, Jack L. Warner, vice-president in charge of production for Warner Brothers, and Col. John J. Mangan participated in the broadcast. High army officers, including Major General Frank McCoy, former commander of the U. S. Second Corps Area; Major General William N. Haskell, and Leo T. McCauley, Irish Consul General, were among the distinguished guests.

On the arrival of Cagney and O'Brien at Grand Central Terminal, the 69th Regiment was on hand to greet the stars, along with the 69th's 40-piece band.

Prior to the dinner the picture was plugged through many different broadcasts. In addition to this, there was an avalanche of publicity in the metropolitan newspapers.

Multiply the publicity accorded the New York dinner by that accorded the 69th Regiment reunion celebrations all over the country on the same day and you can readily see for yourself that this type of promotion has proved to be far above the ordinary. That's why we have dealt at length with it here—to convince you that the same sort of activity in your community will reap splendid results.

Service clubs, such as Kiwanis, Rotary, Lions, etc., are active in every community. Enlist their support in your campaign by prevailing on them to dedicate luncheons in honor of the picture. Perhaps a member of the 69th could be a special guest. Furthermore, each luncheon might be broadcast, if you have such facilities in your community.

The fact that Joyce Kilmer is faithfully portrayed by Jeffrey Lynn should interest literary groups, as well as school authorities, making it possible to extend your campaign to cover educational institutions.

If you want to get the whole town out, just let the news get around that a giant parade including the Boy Scouts, the American Legion Post Band, and other patriotic organizations are going to put on a big parade the afternoon or night of your opening. Everyone loves a parade—always bear that in mind.

Displays of officers' uniform insignia and service medals could be displayed in the lobby, with fans invited to identify them. When you see the posters on "The Fighting 69th," especially the 24- and 6-sheet, you'll immediately recognize their possibilities as cutouts to highlight your front display. On the back of the press book is a beautiful dedicatory layout which could be used for dedication exercises at your theatre on opening day, with the tablet being unveiled.

Keep in mind that the public likes to laugh, and that this entertainment quality must be stressed in your selling campaign. Our best advice to you is to plan your selling activities as nearly along the same lines as the New York campaign as possible, adding stunts here and there as are needed to suit conditions in your locality.

N. Y. CAMPAIGN HIGHLIGHTS

1. James Cagney, Pat O'Brien and J. L. Warner met by 69th Regiment, Staff Officers and Color Guard on arrival in New York.

2. Magazine, syndicate and special writers interview the stars.

3. Pat O'Brien appears on "We, the People" radio program.

4. Special chartered United Airlines plane brings 20 newspaper columnists and correspondents to attend 69th Regiment reunion dinner. They are met by 69th's band.

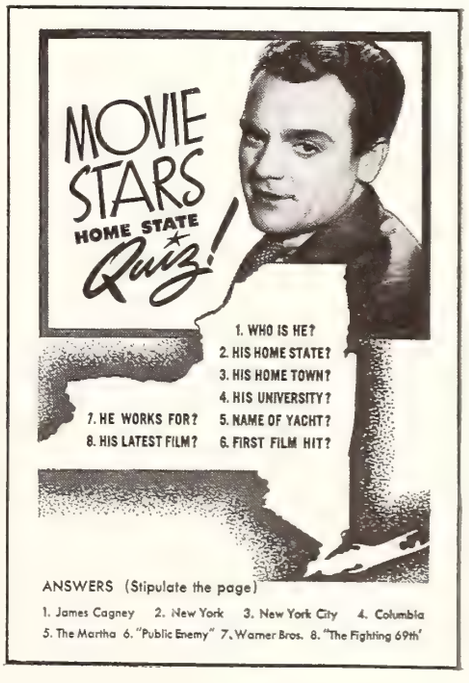
5. Father Duffy honored by ceremony at Times Square, with Cagney and O'Brien laying wreaths at his statue. Kate Smith participates in program, broadcast over a national network.

6. "Fighting 69th" reunion and banquet in the Grand Ballroom of the Waldorf Astoria, with a special showing of the picture a highlight of the evening.

7. Veteran of the 69th Regiment appears as guest on Fred Allen radio program.

8. Officers in uniform and their ladies attend gala opening of the picture at the Strand Theatre.

9. Cagney, O'Brien and Col. William J. Donovan, appear as guest stars on Kate Smith radio show. A sequence from the picture is dramatized.



New, Novel and GOOD

It's a new idea, sure to catch on in any town and grab plenty of attention, inasmuch as the nation is quiz-mad these days. In the newspaper or in your program you print a Movie Star Quiz (like that reproduced here), either with answers appearing on another page or answers withheld and prizes awarded for nearest correct. Quizzes on Cagney and O'Brien are now ready, and it's a safe bet there'll be more later on other Warner players.

Are We Happy!

THE PRIZE BABY OF THE INDUSTRY PERFORMS A Miracle!

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE CORPORATION
630 NINTH AVENUE, NEW YORK

I HAVE JUST LEARNED OF THE WRITING OF A CONTRACT BETWEEN NATIONAL SCREEN SERVICE AND PARAMOUNT PICTURES INC. WHEREBY YOU WILL CONTINUE TO RELEASE TRAILERS FOR PARAMOUNT AND IN ADDITION WILL TAKE OVER PARAMOUNT'S ACCESSORIES BUSINESS. PERSONALLY AND IN BEHALF OF THE ALLIED DIRECTORS I CONGRATULATE YOU ON THIS HAPPY OUTCOME OF YOUR NEGOTIATIONS. IN ADDITION I CONGRATULATE THE RESPONSIBLE OFFICERS OF PARAMOUNT ON THEIR VISION IN CONTINUING RELATIONS WITH A COMPANY THAT HAS SERVED THE EXHIBITORS AND THE INDUSTRY SO WELL. ALLIED HAS OFTEN EXPRESSED CONCERN AT THE ENTRANCE OF DISTRIBUTORS INTO THE TRAILER BUSINESS AND THE COUPLING OF TRAILER WITH NECESSARY SUPPLIES OF FEATURE PICTURES. WE HAVE FELT THAT THE TRAILER BUSINESS HAVING TO DO WITH ADVERTISING WAS A DISTINCT ENTERPRISE AND SHOULD BE KEPT SEPARATE FROM THE DISTRIBUTION OF PICTURES. WE ARE HAPPY THAT PARAMOUNT HAS DECIDED TO MAINTAIN THIS DISTINCTION AND TO CONFINE ITS TRAILER BUSINESS TO THE OLD ESTABLISHED AND RELIABLE NATIONAL SCREEN SERVICE. WE HOPE THAT OTHER DISTRIBUTORS NOW IN THE TRAILER BUSINESS WILL SEE THE WISDOM OF FOLLOWING A LIKE COURSE. YOUR ENTRANCE INTO THE ACCESSORIES FIELD DOUBTLESS WILL GIVE RISE TO SOME PROBLEMS AT FIRST BUT BASED ON EXPERIENCE WE ARE CONFIDENT THESE WILL BE ADJUSTED TO THE SATISFACTION OF THE EXHIBITORS. THIS IS AN AUSPICIOUS BEGINNING FOR 1940 AND WE HOPE YOUR SUCCESS WILL CONTINUE THROUGH THE YEAR.

ABRAM F. MYERS, CHAIRMAN OF THE BOARD, ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

ABRAM F. MYERS

COL. H.A. COLE

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

CONGRATULATIONS TO YOU AND YOUR COMPANY ON DEAL JUST CONSUMMATED COVERING DISTRIBUTION OF ALL ADVERTISING ACCESSORIES BOTH TRAILERS AND PAPER. I HAVE FOUGHT MANY YEARS AGAINST DISTRIBUTION OF TRAILERS BY INDEPENDENT FILM COMPANIES FIGURING THAT THE INDIVIDUAL EXHIBITOR WOULD SUFFER BOTH IN SERVICE AND COST. THIS TREND WAS DANGEROUS AND I AM HAPPY TO NOTE CHANGE IN RIGHT DIRECTION. WHILE DISTRIBUTION OF PAPER BY YOUR COMPANY IS NEW I AM HOPEFUL IT WILL BE PRODUCTIVE OF IMPROVED SERVICE AND LESSENED COST.

REGARDS.

COL. H. A. COLE

ED KUYKENDALL

MR. GEORGE DEMBOW
NATIONAL SCREEN SERVICE
NEW YORK CITY

I AM SURE I EXPRESS THE SENTIMENTS OF EXHIBITORS EVERYWHERE, WHEN I CONGRATULATE NATIONAL SCREEN SERVICE, THROUGH YOU, BECAUSE OF THE RECENT SIGNING FOR THE HANDLING OF SCREEN TRAILERS FOR PARAMOUNT PICTURES.

MOST EXHIBITORS THAT I HAVE CONTACTED, AND THAT INCLUDES MANY, ARE OF THE OPINION THAT CENTRALIZED HANDLING OF COMING ATTRACTION TRAILERS WOULD BE MUCH MORE BENEFICIAL TO THEM, THAN TO BE FORCED TO BUY TRAILERS FROM VARIOUS SOURCES.

AND I FEEL THAT THEY ARE OF THE SAME OPINION AS TO ADVERTISING GENERALLY, I MEAN BY THAT, A HIGHLY SPECIALIZED ORGANIZATION TO SUPPLY ALL ADVERTISING MATTER ON ALL PRODUCTS, COULD NOT HELP BUT BE BENEFICIAL TO EXHIBITORS, TO REPLACE THE HAPHAZARD METHODS OF SECURING MATERIAL FROM MANY DIFFERENT SOURCES.

ED KUYKENDALL

MAX A. COHEN

MR. HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

PARAMOUNT'S INITIATIVE IN TRANSFERRING THE SALE AND DISTRIBUTION OF THEIR STANDARD ACCESSORIES TOGETHER WITH RENEWAL OF THEIR TRAILER FRANCHISE TO NATIONAL SCREEN IS A MOST COMMENDABLE MOVE AND FOR WHICH PARAMOUNT AND NATIONAL SCREEN SHOULD BOTH BE CONGRATULATED. MORE IMPORTANT EVEN THAN AS IT AFFECTS THESE COMPANIES ARE THE RESULTANT BENEFITS THAT WILL BE DERIVED BY EXHIBITORS OF EVERY DESCRIPTION. AND IN SAYING THIS I AM SURE THAT I SENSE THE OPINION OF NOT ONLY THE MEMBERSHIP OF MY ORGANIZATION BUT THE EXHIBITORS AT LARGE. SPECIALIZING IN A SELECTED FIELD CAN ALWAYS MEAN FOR BENEFITS TO BOTH BUYER AND SELLER. NATIONAL SCREEN'S CONCENTRATION ON THEATRE ADVERTISING SHOULD MEAN EXACTLY THAT. NATIONAL CAN ALWAYS BE ASSURED OF MY CONTINUED SUPPORT TO THEIR NEWEST BABY, ADVERTISING ACCESSORIES, INC.

MAX A. COHEN
ALLIED THEATRE OWNERS OF NEW YORK

OUTSTANDING EXHIBITOR LEADERS AGREE THAT HERE IS ONE PLAN WHICH BENEFITS ALL!



W. AL STEFFES

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

I HAVE JUST BEEN RELIABLY INFORMED THAT YOU HAVE CLOSED A DEAL WITH PARAMOUNT PICTURES WHEREBY YOU ARE AGAIN GOING TO DISTRIBUTE THEIR TRAILERS AND IN ADDITION THE PARAMOUNT STANDARD ACCESSORIES. ALLOW ME TO CONGRATULATE YOU ON THE COMPLETION OF THIS DEAL. PARAMOUNT IS ALSO TO BE CONGRATULATED. THERE IS NO QUESTION BUT THIS DEAL WILL WORK OUT ADVANTAGEOUSLY TO THE ATRE OWNERS OF THE COUNTRY INASMUCH AS NATIONAL SCREEN HAS ALWAYS BEEN VERY VERY FAIR IN THEIR DEALING WITH EXHIBITORS. I AM POSITIVE WHEN THE ANNOUNCEMENT IS MADE IT WILL MEET WITH SPONTANEOUS APPROVAL BY EVERY THEATRE OWNER IN THE COUNTRY. EXTENDING TO YOU THE SEASON'S GREETINGS AND A HEALTHY PAT ON THE BACK TO BOTH YOU AND PARAMOUNT I AM SINCERELY

W. AL STEFFES

HARRY BRANDT

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK CITY

HAVE JUST LEARNED OF PARAMOUNT NATIONAL SCREEN TRAILER ACCESSORY ARRANGEMENT. THINK THIS WISEST MOST SENSIBLE BUSINESS DEAL IN MANY A MOON FROM BOTH EXHIBITOR AND PRODUCER STANDPOINT HENCE MY CONGRATULATIONS TO PARAMOUNT AND NATIONAL SCREEN. CANNOT SEE HOW ANY EXHIBITOR NO MATTER WHAT CLASS OR LOCATION CAN HELP BUT BENEFIT FROM NATIONAL SCREEN HANDLING INDUSTRY'S ADVERTISING THROUGH CENTRALIZED SOURCE OF DISTRIBUTION. NATIONAL SCREEN HAS ALWAYS SERVED EXHIBITORS WITH PROGRESSIVELY GOOD SCREEN ADVERTISING AT REASONABLY LOW RATES. INCLUSION OF ACCESSORIES UNDER SAME PRINCIPLE USED IN TRAILER DISTRIBUTION SHOULD MEAN FOR A WIDER RANGE OF LOBBY ACCESSORY SERVICE CONCENTRATED IN ONE SOURCE WHICH CANNOT DO OTHER THAN PROVE BOOM TO INDUSTRY ENTHUSIASTIC ABOUT ANY INNOVATION HELPFUL TO INDUSTRY. SO CONGRATULATIONS AGAIN.

HARRY BRANDT, INDEPENDENT THEATRE OWNERS ASSN., INC.

National Screen Service

PRIZE BABY OF THE INDUSTRY

COMPLETE SURVEY OF 1939–1940

HERE is a list of all companies' programs including the number of pictures sold, those released and completed, being edited and in production. For casts and credits consult the booking guide.

COLUMBIA

Sold 40 features, 15 Westerns.
Completed 16 features, 5 Westerns, 1 special release.
Being Edited 5 features, 3 Westerns.
In Production 3 features.

COMPLETED

Hidden Power
Those High Grey Walls
U-Boat 29
Scandal Sheet
Miracle on Main Street
Blondie Brings Up Baby
Stranger From Texas (W)
Beware Spooks
Mr. Smith Goes to Washington
Amazing Mr. Williams
Cafe Hostess
Fugitive at Large
My Son Is Guilty
Music in My Heart
His Girl Friday
Taming of the West (W)
Two-Fisted Rangers (W)
Ten Days in Paris
Outpost of the Mounties (W)
Lone Wolf Strikes
Convicted Woman
Pioneers of the Frontier (W)

BEING EDITED

Outside the 3-Mile Limit
Bullets for Rustlers (W)
Blondie on a Budget
Texas Express (W)
Passport to Alcatraz
I Married Adventure
Five Little Peppers at Home
Blazing Six Shooters (W)
** Special Release*

IN PRODUCTION

Too Many Husbands
Men Without Souls
Doctor Takes a Wife

METRO-GOLDWYN-MAYER

Sold 44-52 pictures.
Completed 22 and one special release.
Being Edited 7.
In Production 4.

COMPLETED

1 The Women
5 Blackmail
4 Thunder Afloat
3 Dancing Co-Ed
6 Fast and Furious
8 Marx Bros. "At the Circus"
9 Babes in Arms
10 Bad Little Angel
7 Ninotchka
11 Remember ?
12 Secret of Dr. Kildare
13 Another Thin Man
14 Joe and Ethel Turp Call on the President
2 Henry Goes Arizona
15 Nick Carter, Master Detective
16 Judge Hardy and Son
17 Balalaika
18 Earl of Chicago
20 Shop Around the Corner
19 Congo Maisie
I Take This Woman
Gone With the Wind—*Special Release*

MGM (Continued)

BEING EDITED

Northwest Passage
Strange Cargo
Young Tom Edison
New Moon
Man From Dakota
Florian
Broadway Melody of 1940

IN PRODUCTION

Two Girls on Broadway
Edison the Man
Forty Little Mothers
Dr. Kildare No. 4

MONOGRAM

Sold 30 features, 16 Westerns.
Completed 7 features, 6 Westerns, 1 extra release.
Being Edited 1 Western.
In Production 1 feature, 1 Western.

COMPLETED

3931 Fight For Peace *
3936 Crashing Thru (W)
3919 Heroes in Blue
3937 Fighting Mad (W)
3923 Phantom Strikes
3951 Roll, Wagons, Roll (W)
3938 Yukon Flight (W)
3952 Westbound Stage (W)
3912 Gentleman from Arizona (W)
Danger Ahead
3918 Secret Four
3907 Fatal Hour
3922 Hidden Enemy
Chasing Trouble
** Special Release.*

BEING EDITED

Pioneer Days (W)

IN PRODUCTION

Liberty Radio
Rhythm of the Rio Grande (W)

PARAMOUNT

Sold 52 features, 6 Westerns.
Completed 24 features, 3 Westerns.
Being Edited 17 features, 3 Westerns.
In Production 2 features.

COMPLETED

3901 Death of a Champion
3954 Range War (W)
3902 Beau Geste
3905 $1,000 a Touchdown
3904 Honeymoon in Bali
3905 What a Life
3906 Jamaica Inn
3907 Television Spy
3908 Disputed Passage

PARAMOUNT (Continued)

3955 Law of the Pampas (W)
3909 Cat and the Canary
3910 Rulers of the Sea
3911 Our Neighbors—the Carters
3912 Night of Nights
3913 Llano Kid
3914 All Women Have Secrets
3915 Gulliver's Travels
Adventure in Diamonds
3916 Great Victor Herbert
3917 Emergency Squad
3918 Geronimo
3919 Remember the Night
3956 Santa Fe Marshal (W)
3921 Light That Failed
3922 Sidewalks of London
French Without Tears
This Man In Paris

BEING EDITED

Parole Fixer
Seventeen
Knights of the Range
Dr. Cyclops
Untamed
Typhoon
Women Without Names
Farmer's Daughter
Showdown (W)
Opened by Mistake
Light of Western Stars
Road to Singapore
Biscuit Eater
At Good Old Siwash
Hidden Gold (W)
Way of All Flesh
Safari
Golden Gloves
Buck Benny Rides Again
War Along the Stage Trail (W)

IN PRODUCTION

Woman From Hell
Down Went McGinty

RKO-RADIO

Sold 54 features, 6 Westerns.
Completed 17 features, 2 Westerns.
Being Edited 11 features, 1 Western.
In Production 2 features.

COMPLETED

3 Full Confession
2 Day the Bookies Wept
1 Nurse Edith Cavell
4 Three Sons
10 Flying Deuces
6 Allegheny Uprising
12 Sued For Libel
81 Marshal of Mesa City (W)
5 Meet Dr. Christian
11 That's Right, You're Wrong
8 Reno
13 Two Thoroughbreds
15 Hunchback of Notre Dame
82 Legion of the Lawless (W)
16 Mexican Spitfire
14 Married and in Love
9 Abe Lincoln In Illinois
61 Queen of Destiny
21 Saint's Double Trouble
Escape to Paradise (945) is a 1938-39 release

BEING EDITED

Vigil in the Night
Swiss Family Robinson
Marines Fly High
Bullet Code (W)
Millionaire Playboy
Ramparts We Watch
Little Orvie
Primrose Path
Irene
Isle of Destiny
And So Goodbye
Bill of Divorcement

IN PRODUCTION

Pinocchio
My Favorite Wife

REPUBLIC

Sold 30 features, 24 Westerns.
Completed 9 features, 7 Westerns.
In Production 2 features.

COMPLETED

905 Main Street Lawyer
911 Flight at Midnight
912 Calling All Marines
913 Sabotage
914 Jeepers Creepers
915 Covered Trailer
951 Arizona Kid (W)
961 Kansas Terrors (W)
952 Cowboys From Texas (W)
953 Days of Jesse James (W)
963 Heroes of the Saddle (W)
917 Money to Burn
962 Saga of Death Valley (W)
941 South of the Border (W)
916 Thou Shalt Not Kill
Wolf of New York
Village Barn Dance

IN PRODUCTION

Dark Command

Summary of Feature Product

	Sold	Completed	Being Edited	In Prod.
Columbia	40	17	5	3
Westerns	15	5	3	..
MGM	44-52	22	7	4
Monogram	30	8	..	1
Westerns	16	6	1	1
Paramount	52	24	17	2
Westerns	6	3	3	..
RKO-Radio	54	17	11	2
Westerns	6	2	1	..
Republic	30	10	..	1
Westerns	24	7	..	..
20th Cent.-Fox	52	32	5	5
United Artists	32	13	7	2
Universal	51	23	5	5
Westerns	7	4	1	..
Warner Bros.	48	23	9	6
Total	513	216	75	32

FEATURES RELEASED UP TO DATE

TWENTIETH CENTURY-FOX

Sold 52 pictures.
Completed 32.
Being Edited 5.
In Production 5.

COMPLETED

1 Elsa Maxwell's Hotel for Women
2 Chicken Wagon Family
3 Stanley and Livingstone
4 Quick Millions
5 Adventures of Sherlock Holmes
6 Charlie Chan at Treasure Island
11 Rains Came
8 Stop, Look and Love
9 Here I Am a Stranger
10 The Escape
7 Hollywood Cavalcade
14 Pack Up Your Troubles
18 Shipyard Sally
13 20,000 Men a Year
19 Heaven With a Barbed Wire Fence
15 Drums Along the Mohawk
16 Too Busy to Work
20 Daytime Wife
21 City in Darkness
24 Honeymoon's Over
26 Barricade
22 Inspector Hornleigh On Holiday
29 Everything Happens at Night
12 Cisco Kid and the Lady
17 Swanee River
27 City of Chance
23 He Married His Wife
28 High School
30 Man Who Wouldn't Talk
25 Blue Bird
40 Grapes of Wrath
31 Little Old New York

BEING EDITED

35 Charlie Chan in Panama
32 Young As You Feel
41 Shooting High
37 For Women Only
Dance With the Devil

IN PRODUCTION

39 Viva Cisco Kid
34 Earthbound
38 I Was an Adventuress
Twinkle, Twinkle, Little Star
Sailor's Lady

UNITED ARTISTS

Sold 32 pictures as follows: Goldwyn—2, Roach—5, Selznick—3, Wanger—6, Korda—5, Small—7, Chaplin—1, Fairbanks—1, Lesser and Lubitsch—1, Loew—1.

Completed 13 pictures as follows: Goldwyn—3, Roach—3, Selznick—1, Wanger—3, Korda—3, Small—1.

Being Edited 7 pictures as follows: Goldwyn—1, Roach—3, Wanger—1, Korda—1, Selznick—1, Small—1.

In Production 2 pictures as follows: Lesser—1, Chaplin—1.

COMPLETED

Four Feathers (Korda)
Real Glory (Goldwyn)
Man in the Iron Mask (Small)
They Shall Have Music (Goldwyn)
Winter Carnival (Wanger)
Housekeeper's Daughter (Roach)
Eternally Yours (Wanger)
Intermezzo (Selznick)
Over the Moon (Korda)
Lion Has Wings (Korda)
Of Mice and Men (Roach)
Raffles (Goldwyn)
Slightly Honorable (Wanger)

BEING EDITED

Chump at Oxford (Roach)
Rebecca (Selznick)
Two's Company (Roach)
House Across the Bay (Wanger)
1,000,000 B.C. (Roach)
Thief of Bagdad (Korda)
Westerner (Goldwyn)
My Son, My Son! (Small)

IN PRODUCTION

Great Dictator (Chaplin)
Our Town (Lesser)

UNIVERSAL

Sold 40 features, 3 from Harry Edington, 7 Westerns, 7 outdoor pictures and "The Mikado."

Completed 17 features, 4 Westerns, 5 outdoor pictures, "The Mikado," and 1 from Harry Edington.

Being Edited 4 features, 1 Western.

In Production 5 features.

COMPLETED

4010 The Under-Pup
4051 Mutiny on the Blackhawk
4024 Hawaiian Nights
4044 The Mikado
4017 Two Bright Boys
4027 Witness Vanishes
4014 Rio
4035 Hero for a Day
4052 Tropic Fury
4020 Call a Messenger
4053 Legion of Lost Flyers
4030 One Hour to Live
4019 Little Accident
4058 Desperate Trails (W)
4059 Oklahoma Frontier (W)
4012 Tower of London
4016 Big Guy
4026 Laugh It Off
4054 Man From Montreal
4028 Missing Evidence
4011 Charlie McCarthy, Detective
4002 Destry Rides Again
4021 Oh, Johnny How You Can Love
Invisible Man Returns
4041 Green Hell
4060 Chip of the Flying U (W)
4061 West of Carson City (W)
Danger on Wheels

BEING EDITED

Riders of Pasco Basin (W)
Honeymocn Deferred
River of Missing Men
Double Alibi
My Little Chickadee

IN PRODUCTION

It's a Date
Black Friday
Alias the Deacon
Enemy Agent
House of the Seven Gables

WARNER BROTHERS

Sold 48 features.
Completed 24 features.
Being Edited 9.
In Production 6.

COMPLETED

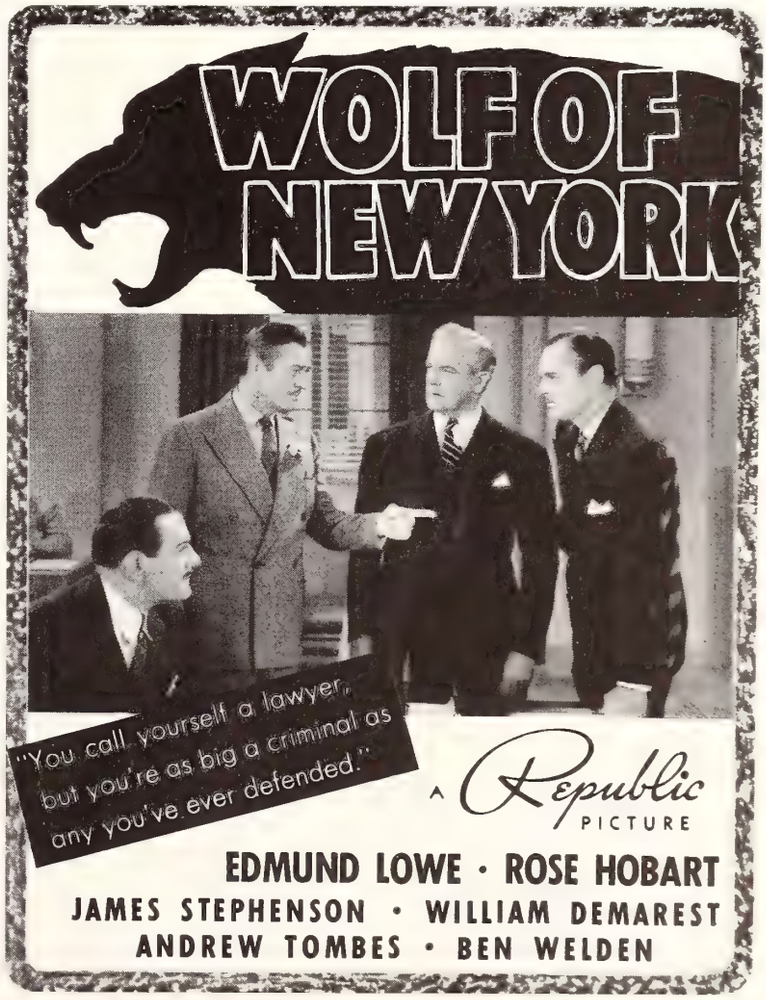
452 Old Maid
419 Nancy Drew and the Hidden Staircase
461 Dust Be My Destiny
469 No Place to Go
462 Espionage Agent
418 Pride of the Blue Grass
463 On Your Toes
470 Smashing the Money Ring
403 Roaring Twenties
411 Kid Nightingale
402 Private Lives of Elizabeth & Essex
413 Dead End Kids on Dress Parade
458 We Are Not Alone
464 Return of Dr. X
471 Private Detective
481 Mad Empress
453 Four Wives
408 Invisible Stripes
415 Child Is Born
Brother Rat and a Baby
416 British Intelligence
451 Fighting 69th
421 Granny Get Your Gun

BEING EDITED

Calling Philo Vance
Tear Gas Squad
Gambling on the High Seas
It All Came True
King of the Lumberjacks
Fugitive From Justice
Castle on the Hudson
Virginia City
Murder in the Air

IN PRODUCTION

Magic Bullet
Sea Hawk
All This and Heaven Too
Three Cheers for the Irish
Saturday's Children
We Shall Meet Again



Program Exchange

Down Goes Our Hand Into the Hopper and Up Comes a Good Selection of House Programs

THIS week we have a large assortment of programs on hand. We had intended to devote a few lines to the weather, inasmuch as many exhibitors must be interested in the weather right now; but we have changed our mind. Not a word will we say concerning the report at this writing that a cold wave was due to sweep down on the United States from the north. If it came, you probably felt it, even if you're way down south where all of us would like to be right now.

And so, not saying a word about the weather, we shall reach deep into the program hopper and pick out the first publication. It's from W. S. Samuel of the Rex Theatre, Arp, Texas. This particular one features "Day-time Wife," and on the back is a budget for a couple who wish to live on $15 a week. Here's how it's done: Beer, $8.80; Wife's Allowance, $1.65; Meat and Groceries, on credit; Rent, pay next week; Life Insurance (wife's), 50c; Cigars, 30c; Movies, 80c; Slot Machines, 80c; Pinochle Club, 70c; Hot Tip on Horse, 70c; Dog Food, 60c; Hot Dogs, 40c; Poker Game, $1.40. Summed up, this amounts to $16.65, just $1.65 over the budget. Since it means going into debt, the advice is to cut out the wife's allowance of $1.65. And there you have it. Simple, isn't it? Perhaps you can use this novel budget on your program in conjunction with a picture dealing with the humorous side of marriage.

All right, let's dip into the hopper again. This time we come up with a program from R. E. Hutchinson, who manages the Alamo and Gem theatres in Newnan, Georgia. It was a Christmas folder printed in red with a green border. On the front, accompanying the illustration of a puppy, were the words, "You're Dog-gone Right." With the first opening was revealed the theatre's Christmas greeting. Other pages contained cuts of attractions to play at the Alamo. The program was small, yet bright and clever enough to draw one's attention. May we hear from you again real soon, Mr. Hutchinson?

Coming up on the next draw is a copy of Screen Hits, that tabloid publication which emanates from the Princess and Varsity theatres, managed by Burgess Waltmon, Columbus, Miss. We always have to take time out when Screen Hits makes its appearance, because there's so much of interest in it. This little newspaper ranks along with Cinemag as a type of house program that develops constant readers. On the front page, Waltmon runs a story about the "Impressive Line-up of Pictures Set for Showing in Columbus" in which all the films booked to play the two theatres during January are listed. Also on the first page is the regular column, "Hollywood Lowdown." Other stories concern current or coming attractions. Across the bottom is a slogan, "Attend a Movie Tonight and Every Night!"


PAGE TWO COLUMBUS SCREEN HITS, JANUARY 5, 1940

COLUMBUS SCREEN HITS PUBLISHED EVERY FRIDAY

If You Don't Receive Your Copy By Monday Call 592

Circulation 5,000

HOLLYWOOD GADABOUT

Hollywood Fashions

A ONE-PIECE DRESS

HOLLYWOOD STARS SELECT THEIR FAVORITE DISHES

Deanna Durbin—

Star Rolls Her Own

Watch for "GULLIVER'S TRAVELS"

Members Added This Week

Erma L. Raeburn, Grand Theatre, Raeburn, S. D.
Fred Lystrom, Community Theatre, Clitherall, Minn.

—Your Application Blank— Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....
Theatre .....
City .....
State .....

Good-Looking Inside Page

If you want them to read the inside pages as well as the front and back, you must have a layout and the material to fill it that will capture their attention. Women compose the largest part of your patronage; hence a page like that above is valuable. It's from the program of Burgess Waltmon, Columbus, Miss.

Column of Hollywood Fashions

Features of the second page include Hollywood Fashions, another column ("Hollywood Gadabout"), a number of stories and attractive art. We're reproducing this page, so take a look at it and see if you don't believe it constitutes good make-up. Time is passing by, so we must leave Waltmon and his Screen Hits. But we'd like to receive more copies.

We knew we'd eventually pick this one from the hopper, and we'd have been disappointed if we hadn't. It's Tom Pringle's Ideal News. Regarding "Safety," Tom has this to say: "All 5 cars used by the management and staff of the Ideal Theatre have successfully completed the year 1939 without a single summons or warning for traffic violations. Why not string along with them? Next year let us report the same good news about the whole community!" Wouldn't it be nice if exhibitors everywhere could report the same good news? We'll bet Tom has plenty of boosters behind him in his safety campaign in Toronto, Canada.

Our next selection, The Reminder, which comes from Levelland, Texas, is still at the top among mimeographed programs. Getting out a program of this type isn't so easy, for it has to be planned carefully as to layout and then just as carefully typed, for to make an error means that the whole thing must be done over again. But the result is well worth the effort. One of the "Cheerful Chirps" in this week's issue declares that "most so-called self-made men are really the revised work of a wife and several daughters."

Well, here we go into the hopper for our final pick, and out comes Pearce Parkhurst, manager of the State Theatre, Torrington, Conn. We note, from glancing at the front page of his program, that seven acts of vaudeville are playing at the State every Sunday. We'd like to know how the policy is working out.

The hopper is empty now, waiting to be filled again, so we'll take leave of you until next week. Meanwhile, the more programs we receive, the merrier. Why not send us yours?

Thank You, Mr. Hutchinson

". . . I join many other exhibitors in thanking you for this column in Showmen's Trade Review . . ."
R. E. Hutchinson,
Alamo Theatre,
Newnan, Georgia

Plenty of Promotion on "Torpedoed"

At very little cost and promotion mostly on the cuff, Bill Wolf, manager of the Allegheny Theatre in Philadelphia, sent special heralds on "Torpedoed" to schools, "L" stations and through the Richmond section. Stage endorsement, screen guarantee, special lobby displays and tie-up of the film with the "Royal Oak" disaster put the picture over.

Money Dates

FEBRUARY

25th

VICTOR HUGO born, 1802. The birthday of the great writer is a splendid time to play "Hunchback of Notre Dame," one of his best stories. Literary societies can be interested in the anniversary and much made of it in connection with the picture even though your date is after this.

26th

U. S. ACQUIRES CANAL ZONE, 1904. This is a good time to play a picture with a background of the Panama Canal. There are lots of features and shorts of this description.

29th

LEAP DAY. This is the extra day we get this year because it's a Leap Year. And this is also the day when the girls propose to the men. You can take advantage of this fact in your advertising of your current attraction, especially if it should be a comedy with a little romance in it.

MARCH

1st

NEBRASKA JOINED THE UNION, 1867. This occasion should be observed in the land of the Cornhuskers with theatre participation in any local events.

2nd

TEXAS INDEPENDENCE DAY. This is a great occasion in the Lone Star State and it should be suitably observed in every way.

Newcomers Highlight 1939

Impressive Strides On the Road to Stardom Were Made By Jane Bryan and Maureen O'Hara; GWTW Skyrocketed Vivien Leigh to Heights of Stellar Glory; Women Ahead In An Almost Male-less Year

THE past year will be remembered as one of the industry's most eventful years. Memorable as were many of its events, the development and rise of new screen faces, must be counted among the more significant events of 1939. For many "finds" were introduced—some of them to show promise of being the stars of tomorrow, others still failing to display that spark or get that hold on the public which establishes them as potent box office material.

While some of these developing stars were introduced in minor parts earlier, to later prove in 1939 they are made of the stuff that produces stars, the majority made their cinematic bows during the past twelve months.

Introduced to American audiences by MGM was Greer Garson ("Goodbye Mr. Chips" and "Remember?") and Wendy Hiller ("Pygmalion"). Miss Garson impressed press and public by her performance in "Chips," only to have a "miscast" verdict chalked against her in "Remember?" Helen Gilbert, via the Hardy picture, "Love Finds Andy Hardy" won instant acclaim, and seems destined for a bright future. Laraine Day made her screen debut during 1939, and although winning no salvos of praise, continues to develop into what may be future starring material with each picture in which she appears. Also on the MGM list of discoveries are Ann Moriss and Jo Ann Sayers.

Getting into the glamor "groove," Ann Sheridan attracted more notice during the year than any other feminine screen personality. Designated as the "oomph" girl, her stock went sky high, and provided she has the proper roles, she should reach her zenith in 1940. MGM's candidate for the glamor girl classification is Lana Turner, and the studio has high hopes for her. She failed to get the raves accorded Miss Sheridan, but there are indications of a brilliant future.

Where dramatic discoveries are concerned, Warners' Jane Bryan, appearing in B productions, and then displaying brilliant dramatic talent in "The Old Maid" and "We Are Not Alone," has that spark of genius to make 1940 the year of her discovery as a potential star.

"Gone With the Wind," has made a star of Vivien Leigh. Selected after a long search to play the role of Scarlett O'Hara, Miss Leigh turned out what many consider the acting triumph of the year.

Geraldine Fitzgerald Scores

Still another talented newcomer, Geraldine Fitzgerald, scored in Warners' "Dark Victory" and Samuel Goldwyn's "Wuthering Heights." Under contract to Warner Brothers, she is Ireland's gift to American moviegoers, and from all indications, she is a gift audiences are readily accepting. "Espionage Agent," also from the Warner factory, introduced Brenda Marshall.

For Paramount, Patricia Morison stands out among the "finds" of 1939, having made definitely strong impressions on moviegoers with her performances in "Persons In Hiding" and "The Magnificent Fraud." Patricia is a cameraman's dream. Unlike most actresses, she can be "shot" from any angle. This is indeed an attribute of which she can be proud, not to forget that her "blonde brunette" beauty and her talent stand her in good stead of achieving even more notable recognition during 1940.

Just in time to get "under the line" were two other important Paramount newcomers—both recruited from the New York stage. One was Mary Martin, whose rendition of "My Heart Belongs To Daddy" in the Broadway musical, "Leave It To Me," set Gothamites on their ears. The other was Betty Field, whose stage career was a procession of successes in "Boy Meets Girl," "Room Service," "Angel Island" and "What A Life." In the case of Miss Martin, it was the old story of beauty and talent unnoticed while she was in Hollywood, only to be pounced upon with contracts the minute she showed what she could do on Broadway. The lovely singing star had one of the top roles in Paramount's "The Great Victor Herbert." As for Miss Field, she was brought to the Coast to co-star with Jackie Cooper in the screen version of "What A Life" and to take the lead in "Seventeen." Perhaps her greatest opportunity is the feminine lead in Hal Roach's production, "Of Mice and Men."

Twentieth Century-Fox executives call 16-year-old Linda Darnell of Dallas, Hollywood's Cinderella Girl. According to *Life*, which published a photographic closeup of her recently, Linda is "conceded to be the most physically perfect girl in Hollywood." It didn't take her long to make both male and female eyes pop when she made her screen bow in "Elsa Maxwell's Hotel For Women," and her success in that picture caused 20th-Fox to star her opposite Tyrone Power in "Daytime Wife."

Brenda Joyce a Zanuck Discovery

Brenda Joyce's work in "The Rains Came" and "Here I Am, a Stranger," won the girl, a discovery of Darryl Zanuck, a contract from 20th-Fox. In 1938 Nancy Kelly had given such a refreshing performance as Gertrude Lawrence's daughter in "Susan and God" in New York that Zanuck brought her to Hollywood for the feminine lead in "Submarine Patrol." Reports of press and public were so favorable that she was assigned choice roles in "Jesse James" and "Tail Spin," the former released in December, 1938, the latter in February, 1939.

"Jamaica Inn" brought to these shores a most attractive and promising newcomer —Maureen O'Hara. Cast opposite Charles Laughton, she more than fulfilled the hopes of both Laughton and Producer Erich Pommer. With the release of "The Hunchback of Notre Dame," Miss O'Hara is winning new laurels for her portrayals of the Gypsy girl, Esmeralda. Like Miss Fitzgerald, she too is an Irish lass. After her success in costume films, it will be interesting to see how she handles her role in the forthcoming "Bill of Divorcement."

Jesse L. Lasky's search for talent via the radio program, "Gateway to Hollywood," added Virginia Vale and Robert Stanton to RKO-Radio's talent roster.

Universal came through with two especially promising newcomers. Both were quite youthful, but both proved they have "something on the ball." Gloria Jean, the Scranton, Pa. youngster, demonstrated remarkable acting ability in addition to a superior singing voice in "The Under-pup." And Baby Sandy, a boy until the word got around that "he" was a girl, caught on in "Unexpected Father" and "Little Accident."

Those who saw Alexander Korda's "Four Feathers" were awed as the magic of Technicolor revealed the natural beauty of June Duprez, the 20-year-old English beauty. Later on, critics searched for superlatives to describe the Swedish discovery, Ingrid Bergman, after they had seen her opposite Leslie Howard in David O. Selznick's "Intermezzo, A Love Story." Another comparative newcomer to films is Ruth Terry who, although she has had bit roles in "Love and Hisses," "Hold That Co-ed," "Alexander's Ragtime Band" and "Elsa Maxwell's Hotel For Women," flashed into prominence with the big assignment as feminine lead and co-star in Walter Wanger's "Slightly Honorable."

These then, were the outstanding feminine screen "finds" of 1939. Stangely enough, the males were in the minority. But at Paramount, Robert Preston proved beyond a doubt that he was more than a mere flash in the pan when he followed-up his splendid performance in "Union Pacific," with an impressive portrayal as one of the brothers in "Beau Geste." The search for a suitable actor to play the title role of "Golden Boy" added William Holden to Columbia's roster. At Universal, young Robert Stack was the envy of many seasoned screen candidates vying for the opportunity to be Deanna Durbin's leading man in "First Love." After a careful search, Stack was chosen by Joe Pasternak for the coveted role. In the same film was Louis Howard, recruited, after much persuasion, from the Broadway stage. Although in a supporting role, Howard was effective, and is destined to appear in many more Universal films this year. Columbia's "Blondie" series introduced Larry Sims, the lovable "Baby Dumpling." Republic has "something" in Donald Barry who, although appearing in westerns, has displayed remarkable dramatic talent. Aside from these and possibly one or two others, the masculine prospects for screen fame must have been out getting beers when starring material was being introduced in the past twelve months. True, Warners had John Payne and Dennis Morgan, and Payne handled his role in "Garden of the Moon," a 1938 release, quite satisfactorily, but in 1939 his assignments, aside from a lead in "Wings of the Navy," were not particularly outstanding. It will remain for "The Desert Song" to establish Dennis Morgan, whose biggest role to date has been the male lead in a B production, "Waterfront."

Public Acceptance Is Final Judge

Looking ahead, and viewing the situation on the basis of not only performances but also on the acceptance of the newcomers by the public which, in the final analysis is the judge, the future looms brightest for Jane Bryan, Vivien Leigh, Greer Garson, Ann Sheridan, Geraldine Fitzgerald, Gloria Jean, Maureen O'Hara, Mary Martin and Patricia Morison. No prediction of any certainty can be made regarding Hedy Lamarr, who appeared in only one picture ("Lady of the Tropics") in 1939, after making a decided hit the year before in "Algiers."

No noticeable excitement was occasioned by her appearance in "Lady of the Tropics." Another film, shelved for a time, in which she had been working is back in production for retakes. On it will depend, to a great extent, whether it's "yes" or "no" for Hedy to hold her place as a headliner.

In the male division, William Holden seems a likely prospect. Louis Howard, too, should go far this year. Robert Preston should win even greater public acclaim.

The Box Office Slant

The Blue Bird

20th-Fox Fantasy (Tech.) 83 mins.

(Prod. No. 25—Nat'l Release, Mar. 22)

Cast: Shirley Temple, Spring Byington, Nigel Bruce, Gale Sondergaard, Eddie Collins, Sybil Jason, Jessie Ralph, Helen Ericson, Johnny Russell, Laura Hope Crews, Russell Hicks, Cecilia Loftus, Al Shean, Gene Reynolds. Credits: Directed by Walter Lang. Darryl F. Zanuck in charge of production. Associate producer, Gene Markey. From play by Maurice Maeterlinck. Screenplay by Ernest Pascal. Additional Dialogue by Walter Bullock. Photography by Arthur Miller, Ray Rennahan, Associate. Music by Alfred Newman. Art Direction by Richard Day and Wiard B. Ihnen. Special effects by Fred Sersen. Film Editor, Robert Bischoff.

Plot: Mytyl, daughter of a woodchopper in the royal forest, and her younger brother, Tyltyl, are visited by the Fairy Berylune in a dream, and are commanded to go in search of the Blue Bird of Happiness. The Fairy summons Light to aid and guide the children, and gives human form to the faithful dog, Tylo, and the selfish cat, Tylette, who are to accompany the children on their journey. Successively the children visit the grave yard, where they overcome their fears and continue on to a lovely garden where they see their grand parents, long dead, and have a most happy visit; the residence of Mr. and Mrs. Luxury, whose palatial home proves to be certainly not the place where happiness is to be found; they escape to the forest, where Tylette's scheme to destroy them fails; then they visit the Land of Tomorrow, where they see the children who are awaiting their call to be born on earth; and return to find that the Blue Bird is there in their own modest home.

Summary: "The Blue Bird" will soar to the high reaches of extraordinary box office performance, for here is a picture in which production values outstrip the substantial qualities of a story that is ever new and appealing. Here, too, is stunning spectacle, enchanting color, novelty, and the warm-blooded sentiment and humor which rouses the emotions of the masses. Shirley Temple has a magic stepping-stone to facilitate her journey on to a continuous career that meets its turning point as she outgrows the little girl portrayals upon which she established a reputation and a following that stands out as one of the screen's most extraordinary personal triumphs. In short, this is a motion picture which takes full advantage of the screen's most valuable assets—those elements of mass appeal upon which a great popular success is built. As conceived and executed by producer, director and players and technicians, the film version of "The Blue Bird" is first and last faithful to the best traditions of the screen. No more vivid and exciting spectacle has been contrived for stage or screen than the forest fire in which the children are trapped through the connivance of Tylette, the unfaithful cat, and helped to safety by Tylo, the faithful dog. Color, camera effects, acting skill and directorial and technical wizardry here combine to achieve a dramatic panorama capable of bringing every patron bolt upright with suspense and wonder. The lighter-veined loveliness of the scenes in the home beyond the grave of the grand parents, and the Land of Tomorrow, with its pastel colorings and a fade-out scene, will bring rounds of applause. Acting by Missy Temple, Johnny Russell and that of Eddie Collins and Gale Sondergaard, as well as the other members of a fine cast, is all that could be desired. But for all the high merit of fine work by producer, director and cast, "The Blue Bird" is a picture whose sum total is so important to its success, that there seems no occasion for singling out the outstanding individual contributions of its many able artists. It is not a "critic's picture" (which is to say in a poor sort of way, that the cognicenti, the academic, the commentator on things will have more of a time talking about what might have been instead of dealing with the excellent things that are.) Therefore, in selling the picture to the public, showmen will bear down hard on the picture as a revelation of the motion picture's magic in creating fantasy which exceeds the thrills, the charm and beauty of the printed word or the spectacles of the stage play. **(FAMILY)**

Catchline: "Come to a land of enchantment and learn where Happiness can be found."

AUDIENCE SLANT: A FANTASY SO FETCHING IN ITS BEAUTY AND STUNNING IN ITS SPECTACLE THAT YOUNG AND OLD WILL FIND IT A TREAT LONG TO BE REMEMBERED.

BOX OFFICE SLANT: A POWERFUL OFFERING CERTAIN OF BIG RETURNS EVERYWHERE.

Legion of Decency Ratings:

(For Week Ending Jan. 27)

SUITABLE FOR GENERAL PATRONAGE

The Bluebird — Hidden Enemy
Brother Rat and a Baby
Knights of the Range — Little Old New York
Pioneer Days — Saint's Double Trouble

SUITABLE FOR ADULTS ONLY

The Farmer's Daughter — Honeymoon Deferred
I Take This Woman — My Son Is Guilty

OBJECTIONABLE IN PARTS

Secret Four

The Grapes of Wrath

20th-Fox Drama 129 mins.

(Prod. No. 40—Nat'l Release, April 19)

Cast: Henry Fonda, Jane Darwell, John Carradine, Charley Grapewin, Dorris Bowdon, Russell Simpson, O. Z. Whitehead, John Qualen, Eddie Quillan, Zeffie Tilbury, Darryl Hickman, Shirley Mills, Roger Imhof, Grant Mitchell, Charles D. Brown. Credits: Associate Producer and screenplay by Nunnally Johnson. Based on the novel by John Steinbeck. Director of Photography, Gregg Toland. Art Direction, Richard Day and Mark Lee-Kirk. Film Editor, Robert Simpson. Directed by John Ford. Darryl F. Zanuck in charge of production.

Plot: Driven from their parched lands in Oklahoma, the Joad family sets out for California, with high hopes of making a living at work which is advertised in handbills. On the journey the grandfather and grandmother die, and the pennies are sparingly spent for only such food as will keep the family alive. In California the Joads find their first opportunity to work at a ranch where there is a strike. Tom resists an attack by guards and unintentionally kills one of them. His mother hides him in the shack they occupy until they are able to spirit him out of camp and continue their journey. At a government camp they find some comfort, but officers seeking the man who killed the guard get on the trail, and Tom is forced to wander off alone, the family continuing their search for work.

Comment: This camera narration of the experiences of a migratory family on its trail of torment from the parched lands of the dust bowl to the squalor and misery of the pickers' camps in California is uncompromisingly faithful to the portrait of privation which formed the background of the controversial novel upon which it is based. Thus the efforts of the producers and the director have been achieved with a brilliant unleashing of the greatest resources of the motion picture. This is the novel many said couldn't be filmed. It has been, and adults will not find it lacking in the lusty substance of the novel, but will find it relieved of offensive dialogue. Stark, stern, unlevened dramatic characterization makes "Grapes of Wrath" a picture of absorbing interest. Nowhere does it pretend to be entertainment in the popular sense, and therein lies the question: will the rank and file of picturegoers find this screen fare to their taste? From its opening, in which Tom Joad is discovered making his way from jail to his father's farm, to the striking final scene of Tom trudging an uncharted path across a distant horizon, this picture holds its audience in grim and unrelenting grip. Dramatic suspense flares in several episodes, most strikingly when Tom kills a guard and hides out until escape is made to the government camp where this gaunt and rude group finds some measure of comfort. Excellent acting marks every character assignment. Henry Fonda, Jane Darwell, John Caradine, Russell Simpson, John Qualen and all the others distinguish themselves and will long be remembered for their performances in "Grapes of Wrath." The direction of John Ford is just about perfection itself. And this may be said also of the screenplay by Nunnally Johnson, as well as the staging and photography. "The Grapes of Wrath" is drama without love interest, without comedy relief, without any of the stock requisites of popular entertainment to dilute the sober, stark and brutal realism with which the story attempts to portray conditions which face the migratory hordes in California. It must be sold as such—as powerful, vivid drama for adults, and with all possible emphasis on it as a supreme effort in which the motion picture brings to life a novel that America has applauded by making it a best-seller. **(ADULT)**

Catchline: "The novel that startled the nation, becomes a picture that will thrill you."

AUDIENCE SLANT: UNCOMPROMISING DRAMA, VIVID, REAL AND STIRRING, IT IS A PICTURE FOR ADULTS WHO LIKE THEIR DRAMA STRAIGHT AND ARE GLAD TO FOREGO ENTERTAINMENT TO GET IT IN THIS FORM.

BOX OFFICE SLANT: BOUND TO CREATE A STIR AS A RESULT OF CONTROVERSY OVER THE NOVEL AND IS CAPABLE OF BECOMING AN EXTRAORDINARY BIG GROSSER IF THE PUBLIC IS READY FOR SUCH STARK REALISM.

The Lone Wolf Strikes

(Hollywood Preview)

Col. Mystery-Drama 66 mins.

(Nat'l Release, Jan. 31)

Cast: Warren William, Joan Perry, Eric Blore, Alan Baxter, Addison Richards, Astrid Allwyn, Montagu Love, Robert Wilcox, Don Beddoe, Fred Kelsey. Credits: Screenplay by Harry Segall and Albert Duffy. Story by Dalton Trumbo. Based upon a work by Louis Joseph Vance. Photographed by Henry Freulich. Art Director, Lionel Banks. Directed by Sidney Salkow. Produced by Fred Kohlmar.

Plot: Using Astrid Allwyn as bait, Baxter gets a valuable string of pearls for a wealthy widower, who is killed on his way to ask her

to return them. Richards, handling the case, invokes an old promise of help from the Lone Wolf (William), who uses his butler, Blore, to help. Joan Jerry, daughter of the murdered man, proves clumsily helpful through too much assistance. When Baxter's gang kill Richards, William finds he must not only outwit the crooks, but clear himself of a murder charge. He does this by circulating a story the pearls stolen were imitation, and that he has the original. The cops and robbers chase ends with William neatly ducking out of a clever squeeze play.

Comment: Not the best of the Lone Wolf series, and hampered by mediocre lines and a transparent plot, the valiant efforts of William as the suave near-criminal, and Director Salkow's introduction of some clever individual touches fail to lift this beyond the rank of a program attraction. William's work and Blore's comedy are the highlights, with Joan Perry decorative enough but lacking the archness and fire needed for the meddlesome debutante's part. Principal selling efforts will be best spread between linking this one with previous Lone Wolf pictures, and capitalization on Warren William's personal following. Picture plugs in women's shops should be easier than for most pictures of this group, since both Joan Perry and Astrid Allwyn wear several smart costumes. Library and bookstore window tieups with Louis Joseph Vance books offer an inexpensive aid. Set a card for use in jewelry store windows showing two identical strings of pearls and this copy: "One of these strings of pearls is a copy of the genuine article. Crooks in 'The Lone Wolf Strikes' couldn't tell which. Can you? Etc." **(ADULT)**

Catchline: "He gambled with death to keep a promise."

AUDIENCE SLANT: THE MYSTERY AND ACTION FANS SHOULD FIND THIS TO THEIR LIKING.

BOX OFFICE SLANT: SHOULD DO ABOUT AVERAGE FOR THIS TYPE OF ATTRACTION.

Adventure In Diamonds

(Hollywood Preview)

Para. Drama 72 mins.

(Nat'l Release, March 8)

Cast: George Brent, Isa Miranda, John Loder, Nigel Bruce, Elizabeth Patterson, Cecil Kelloway, Walter Kingsford, Ernest Truex. **Credits:** Screenplay by Leonard Lee and Franz Schulz, based on a story by Frank O'Connor. Photographer, Charles Lang. Film Editor, LeRoy Stone. Art Directors, Hans Dreier and Robert Usher. Directed by George Fitzmaurice. Produced by A. M. Botsford.

Plot: Brent makes the acquaintance of Isa Miranda, charming visitor from England, through his promise to show her the diamond mines. Kingsford, mine superintendent, gives her a stock of stones, and Brent helps her get them out; then helps Bruce, the chief of detectives, try and trap Loder, whose confederate she is. They fail. She is offered freedom from prison to act as Brent's wife in the attempt to trap another diamond stealing ring, and both of their lives are risked before the trap is sprung, with Loder among the leaders. For her aid, she is pardoned.

Comment: Lively in spots, this feature moves along at too slow a pace to really bolster Isa Miranda with American audiences, or make this anything better than a supporting feature. Acting honors belong to Brent, as the American who falls for the beautiful law-breaker, Nigel Bruce as the chief detective for the jewelers' syndicate and John Loder as the suave head of the gang, who always manages to leave someone else in the danger spots. Isa Miranda photographs well, but the hackneyed lines and surpriseless situations give her little chance to really impress. The most unusual scenes are those showing the actual process of mining diamonds. Window and ad tieups with jewelry stores offer the most natural method of arousing advance interest. If there are manufacturing jewelers in your city, arrange for one of their number to address the high school classes on his methods, tying in the fact that the picture shows all the preceding stages. Isa Miranda's popularity in Italy and South America warrant added advertising in the foreign language press, if your city has a Latin group of any size. John Loder's absence from the American screen for eight years might be made the basis of a drama page contest, with fans asked to list his earlier Hollywood roles. A tropical lobby during and preceding the showing can be used. If a jinricksha is available, it can be put on the street with a Negro boy pulling it for a ballyhoo. **(ADULT)**

Catchline: "She stole everything, from diamonds to hearts."

AUDIENCE SLANT: BECAUSE OF ITS SLOW ACTION, IT WILL SERVE BEST IN SUPPORT OF A FAST ACTION OR THRILLER PICTURE.

BOX OFFICE SLANT: GEORGE BRENT'S POPULARITY PLUS A CAMPAIGN TAKING FULL ADVANTAGE OF THE MANY SELLING ANGLES WILL HELP ITS BOX OFFICE APPEAL.

The Lambeth Walk

MGM Comedy 66 mins.

(Prod. No. not set—Nat'l Release, Jan. 26)

Cast: Lupino Lane, Sally Gray, Seymour Hicks, Norah Howard, Enid Stamp-Taylor, Wallace Lupino, Wilfred Hyde White, Mary Hallatt, Mark Lester, Charles Heslop. **Credits:** Screenplay by Paddy Carstairs. From the Victoria Palace success, "Me and My Girl." Art Director, John Bryan. Directed by Albert de Courville. Produced by Anthony Havelock-Allan.

Plot: Lane, poor but happy in Lambeth with his sweetheart, Sally Gray, suddenly finds himself heir to the earldom of Barford. Despite every effort, he cannot accustom himself to his new surroundings without Sally. He threatens to leave, but is prevented from doing so when Hicks, former head of the household, introduces a new

(Continued on page 23)

So Say They All!

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It's Fascinating!
It's On FILM!
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The Short Subject

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(Week Beginning January 27)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.

CRITERION—Symphony of Swing (Vita.) rev. 12-2-39; Fresh Fish (Vita.) rev. 11-4-39.

GLOBE—The Green Hornet No. 11 (Univ.) rev. 12-2-39; Nothing But Pleasure (Col.).

PARAMOUNT—Shakesperean Spinach (Para.); Bowling Skill (Para.).

RADIO CITY MUSIC HALL—Republic of Finland (RKO-MofT) rev. 1-20-40.

RIALTO—Scrambled Eggs (Univ.) rev. 12-30-39.

RIVOLI—Aquapoise (RKO-Pathe).

ROXY—Edgar Runs Again (20th-Fox); Life in Paris (Col.).

STRAND—New Horizons (Vita.) rev. 12-30-39; Sniffles and the Bookworm (Vita.); Oregon Novelty (Vita.) rev. 11-11-39.

Chicago Loop
(Week Ending January 27)

APOLLO—Screwball Football (Vita.) rev. 12-30-39.

CHICAGO—The Mad Maestro (MGM) rev. 1-20-40.

GARRICK—Three Sappy People (Col.).

ROOSEVELT—Screen Snapshots No. 4 (Col.); Smithsonian Institute (Col.) rev. 11-11-39; Curious Puppy (Vita.).

UNITED ARTISTS—Remember When (Vita.) rev. 9-2-39; Land of Alaska Nellie (MGM) rev. this issue; Goofy and Wilbur (RKO-Disney) rev. 10-22-38.

Letter on "Monroe Doctrine"

A message from Roy Robbins, manager of the Karlton Theatre in Philadelphia, boosting the importance of the short, "The Monroe Doctrine" was rushed to all public and parochial schools as well as universities. Robbins' exceptionally well-written letter, not only gave the impression of the dignity and importance of the picture but also invites the educator to see the film. A very effective way of advertising a short subject!

Lessons on Safe Driving Garner Publicity for MCM Crime Short

In playing the short subject, "Drunk Driving," Wally Caldwell, manager of Loew's Valentine Theatre, Toledo, used the opportunity to drive home some needed lessons on safe driving as well as garner a bumper crop of publicity. He tied up with the *Toledo Times*, the police department, the automobile club, both local radio stations, Community Traction Company, Gas Company and the Federation of Women's Clubs.

Street announcements were made from the police department loudspeaker-equipped Safety Scout car. Cautious drivers were noted by motorcycle police and license numbers published with guest ticket awards. It was the first time in the history of Toledo that tickets were given out by the police as a reward rather than as a punishment!

Letters on "Drunk Driving"

For his engagement of "Drunk Driving," the MGM Crime Does Not Pay subject, Manager Harland Rankin of the Plaza Theatre, Tilbury, Ontario, Canada, sent a personal letter to leading citizens (with a pass enclosed) in which he advised them that "we have been asked by the Minister of Highways to draw this subject to the attention of the leading citizens of this community, and feel you would be doing a service in recommending this to your associates." Rankin explained the nature of the subject in the letters.

One Sheets in Bowling Alleys

Elmer Hollander of the Stanton in Philadelphia, took advantage of the free one-sheet offered by Metro on Pete Smith's bowling short "Set 'Em Up" by obtaining a number of them. Tagging them with his playdate and spotting the one-sheet in central city bowling alleys and pool rooms, he reached a large crowd of directly interested prospective patrons.



One Sheet on New Series

Stock one-sheet available from Paramount on the new Max Fleischer Stone Age cartoon series of short subjects. The first subject in this group, "Way Back When A Triangle Had Its Points", will be nationally released in February.

Excellent Campaign Sells First of "Information Please" Short Reels

An excellent campaign on the first of the "Information Please" series was staged recently by Manager Walter Henshel of the Palace Theatre, Dallas, assisted by Forrest Thompson, publicity director.

Along with the regular feature trailer, Henshel ran another on the short subject one week in advance of playdate. In the lobby he placed a banner mounted on an easel setpiece, and moved it to the front when the subject opened. He also used a special setpiece tieing in with Station KGKO and Canada Dry.

As for newspaper advertising, a special one-column by three-inch display was used in afternoon papers the day before the opening and in the following morning papers. The subject was plugged, too, in combination ads.

Newspaper publicity consisted of an advance column and are in the *News* on Thursday prior to the opening. Another advance story appeared the following day (Friday) in the *Dispatch-Journal*, and *Uncle Jake's Sport News* gave the short a plug.

Advance and current plugs were made over Station KGKO, which carries the regular "Information Please" weekly broadcast.

In the main exhibit building at the State Fair of Texas, a special setpiece tieing in the picture with the sponsors of the radio program was on display in the Canada Dry exhibit.

If anyone in Dallas wanted information as to where and when they could see "Information Please," Henshel and Thompson certainly gave 'em that information with their swell campaign.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 27)

PARAMOUNT (No. 43)—Troops move via air bombers; S.S. Manhattan arrives; Dies to continue investigation; Cold wave hits deep south; Survey of baseball scene from coast to coast.

MOVIETONE (Vol. 23, No. 40)—Snow hits South: Paderewski becomes Polish president; Oldest general in U.S.; King George of Greece; Fashions for Spring; Floating concrete bridge at Seattle; Training racing greyhounds in Miami; Ice ballet in Canada; Jai alai in Miami; Lew Lehr and skiiers.

NEWS OF THE DAY (Vol. 11, No. 238)—Cold wave hits nation; British bomb-proof drill; Queen visits army uniform factory; British mounted troops drill; Transparent chapeaux by Antoine; Tobogganing in Chicago; Golden Gloves bouts in N. Y.; Auto race on ice in New England.

PATHE (Vol. 11, No. 55)—Bombers transport U.S. troops; Prince Bernhard reviews Dutch troops; Eleanor Roosevelt at "Lincoln" premiere; Mrs. Spreckels donates hotel for paralysis victims; Miami dog racing; Master metaphysicians; Ice scooters on Long Island; Father Duffy honored (New York only.)

UNIVERSAL (Vol. 12, No. 844)—Cold wave grips nation; Contraband control military school; Troops move in air bombers; Father Duffy honored; Kiddies' fashions; Dog racing; Horse and buggy race in Florida; Auto race on ice at Winston, Conn.

(Released Wednesday, January 24)

PARAMOUNT (No. 42)—Browder found guilty; Britain sees Unity Mitford; Old liners sold for scrap iron; Novel windmobile at St. Augustine, Fla.; British bobbies adopt headlights; Senator Borah dead; Squalus rescuemen get Congressional medal; Submarine fleet holds defense maneuvers; Joe Louis to fight Arturo Godoy of Chile; Washington oarsmen in shell practice; Norge Club ski jump at Cary, Ill.

MOVIETONE (Vol. 22, No. 39)—Squalus rescuemen get Congressional medal; Old liners go to junk pile; Submarine fleet holds defense maneuvers; Record snowfall in Rome; Paris gets snow, too; British planes battle ice and snow on Western Front; Skating time in Holland; French African native troops get artillery practice; French sailors entertained by Paris Opera Ballet; Arkansas Live Broiler Show; Firemen battle St. Louis church fire; Broadway premiere of "The Blue Bird"; Lew Lehr and mud-wrestling women; Joe Louis to fight Arturo Godoy of Chile; Washington oarsmen in shell practice; Norge Club ski jump at Cary, Ill.

NEWS OF THE DAY (Vol. 11, No. 237)—Mines strew British coast with wrecks; Snow, cold wave hits Maginot Line; Submarine fleet holds defense maneuvers; Browder found guilty; Murphy-Jackson sworn in at White House; Senator Borah dead; Fashions in men's spring bonnets; Washington oarsmen practice; Norge Club ski jump at Cary, Ill.

PATHE (Vol. 11, No. 54)—Nation mourns Senator Borah; British stymie Nazi crew departure; Unity Mitford back in England; Squalus rescuemen get Congressional medal; Murphy and Jackson take new jobs; Britain sweeps mines from the sea; Norge Club ski jump at Cary, Ill.

UNIVERSAL (Vol. 12, No. 843)—War scenes from Finland; Pilot saves plane in crack-up near Buffalo, N. Y.; Nation mourns Senator Borah; Columbus crew quitting U. S.; Squalus heroes decorated; U. S. will sell "ghost fleet"; Lassies try goofy beach suits; Washington oarsmen in shell practice; Girls take mud bath; Norge Club ski jump at Cary, Ill.

IN THE SHORT SHOPS

Paramount

The first subject in Paramount's new series of twelve Max Fleischer Stone Age cartoon shorts, titled "Way Back When a Triangle Had Its Points," has been completed. In this new group of shorts cave men and women and prehistoric animals gallop through a series of comedy situations.

Vitaphone

Lucile Fairbanks, niece of the late Douglas Fairbanks, will join Elsa Maxwell, expert party-giver, in "Riding Into Society," which will be produced as one in the Maxwell series on "How To Get Fun Out Of Life."

Columbia

Noah Beery Jr.'s debut as a comedian in "The Glove Slingers" was so successful that a series of two-reel comedy dramas will be made starring Beery and using the same other principals. "Glove Slingers No. 2" as it is tentatively titled, will enter production about Feb. 15. Clyde Bruckman and Ewart Adamson have been assigned to write the original story and screenplay. Jules White will continue to produce and direct, and other featured players to return include Shemp Howard, as Beery's manager, and Paul Hurst as the young prizefighter's trainer.

Jan. 23 saw a new Andy Clyde two-reeler start. Ewart Adamson wrote the story, which presents Andy as a railroad station agent who has melodramatic adventures with bandits. It is being directed by Del Lord and co-produced by Lord and Hugh McCollum.

Buster Keaton has been signed for two more comedies on the 1939-40 schedule. This will bring his season's total to four. Jules White will continue to direct the frozen-faced comic and at the same time supervise production.

A new Charley Chase comedy, as yet untitled, was completed last week. Charley's cavalcade of marital mixups and woes was scripted by Harry Edwards and Elwood Ullman. The supporting cast was headed by Ann Doran, Arthur Q. Bryan, Helen Lynd, Richard Fiske and Linda Winters. Del Lord, in addition to directing, shared the production responsibility with Hugh McCollum.

MGM

For years a director of dances in Broadway musicals, more recently a director of musical shorts, Sammy Lee gets his first chance to direct straight drama, which starts production soon, the latest John Nesbitt "Passing Parade" one-reeler, "The Hidden Master." The new one-reeler deals with the part luck has played in the lives of many men, including Clive of India and Roentgen, inventor of the X-ray. Jack Chertok and Richard Goldstone are producing.

With the casting of three stars of the silents in the latest Our Gang picture, "In Love Again," audiences will be given the chance to see their old-time favorites on the screen. In the one-reeler are Hank Mann, original member of the Keystone Cops; Claire MacDowell, Biograph star, and Barbara Bedford. Edward Cahn directs the comedy. Jack Chertok and Richard Goldstone produce.

A preview of a short subject has transformed one reel of John Nesbitt's "Passing Parade" series into two separate short subjects. The film previewed, the latest in the series, told stories of three episodes in the Passing Parade, "The Secret Seven," "The Red Rose," and "Science Finds a New SOS." The last, dealing with surgery on the high seas by the aid of wireless messages, was well received so it has been decided to make it a special full one-reel subject. To take its place, Nesbitt will present another "clip," dealing with the "Art and Science of Doodling." Jack Chertok and Richard Goldstone are the producers.

Library Shorts Displays Increase Reader Interest

Library displays on short subjects are not only a splendid medium for promoting the particular film to which the exhibit is devoted, but are proving an excellent method of increasing reader interest in books dealing with material allied to the picture's theme, in the opinion of Frederick L. Myers, publicity director for the Cleveland Public Library.

He points specifically to Metro-Goldwyn-Mayer's Crime Does Not Pay short, "Drunk Driving," which was the subject of a three window display, recently, at the library's main branch.

Myers, who has been cooperating with MGM for the past year and a half in exploiting short subjects, asserts that the "Drunk Driving" exhibit aroused so much interest on the part of the reading public that, following their viewing of the short, there was so great a demand for such books as ". . . And Sudden Death," "Youth at the Wheel" and "Man and the Automobile," that the shelves were in constant use.

For the "Drunk Driving" exhibit, Myers used the catchline, "Alcohol plus Gasoline equals Accidents." Stills from the photoplay were supplemented by actual photographs of accidents in which intoxication was the major factor, as well as pamphlets and detailed statistics showing the number of accidents and deaths caused by drunken drivers, all secured through the cooperation of the Cleveland Police Department.

This display is now being shown at a number of the library's branches and is being publicized in each of the 1,331 library's divisions throughout the city and environs.

Myers cites a number of previous short subject displays which have proved boons to both the exhibitor and the library. They include "While America Sleeps," recent Crime short, which prompted numerous requests for volumes on citizenship and democracy; "The Story of Alfred Nobel," a Passing Parade, which brought great demand for books on Nobel and the Nobel awards and "The Story That Couldn't Be Printed," another Passing Parade, which created a run on literature concerning freedom of the press.

As a result, Myers says, he has discovered that libraries are becoming more and more receptive to displays on short subjects whose subject matter is as vital and of universal interest as these.

King Stages Successful Campaign

Manager Frank King of the Midland Theatre, Newark, Ohio, built a successful campaign for the March of Time unit "Uncle Sam—The Farmer." The town is in a farming community and local merchants cooperated through theatre posting in their store windows and in newspaper advertising. King also placed a large number of stories and art in the Newark newspapers.

SHORT SUBJECT REVIEWS

LAND OF ALASKA NELLIE

Prod. B. T-55 *(Tech.)* *Good*

MGM Traveltalk No. 5 9 mins.

Comment: James A. Fitzpatrick guides the camera to Alaska and among other scenes dwelt on is that of the famous roadhouse operated by Alaska Nellie. It is from this that the subject gets its name. It is an interesting subject showing some beautiful Technicolor shots of our Northern territory.

Exploitation: Since the President has recently proclaimed the year of 1940 as "Visit the Americas" year this film is very timely. Tie up with your local travel agency.

TOUCHDOWN REVIEW

Prod. No. V9-4 *Good Resumé*

Para. Paragraphic No. 4 10 mins.

Comment: As a rule, reviews of last season's football highlights are often boring. But this one, capably narrated by Bill Slater, is anything but that. First, Bill swings his camera around the country for a "behind-the-scenes" visit with various coaches. Then come highlights of the game. With the aid of a tricky camera, some of the "plays" have been accorded a humorous touch. Football fans or not, most audiences will get a "kick" out of this pigskin review.

Exploitation: Posters should be displayed in schools, gymnasiums and athletic clubs. The sports editor of your local newspaper should be persuaded to discuss the subject in his column. High school and college publication editors should also be induced to "sound off" about it.

POPULAR SCIENCE NO. 3

Prod. No. J9-3 *Interesting*

Para. Popular Science 10 mins.

Comment: Aerial mapping in all its phases is revealed in the first item, from the photographing of the land from a plane to the drawing of contour maps. Next comes a visit to milady's bathroom in which a pretty model demonstrates how easy it all is with modern conveniences. The silly professor gets off another of his equally as silly inventions, and the reel closes with a view of the method being used for preserving different types of blood indefinitely. It's all very interesting, and it's likely that many of the men folk may hang around to see that second sequence again. Jerry Fairbanks and Robert Carlisle produced the subject.

Exploitation: Get the attention of students of science. If possible, perhaps you could display a large aerial survey map on the lobby wall. Department stores should be contacted for displays of bathroom accessories.

MOUSE EXTERMINATOR

Prod. No. 1703 *Fair*

Col. Phantasy Cartoon No. 3 6½ mins.

Comment: The cat, who is in the mouse exterminating business, goes off to catch a mouse who proves to be very elusive. The mouse gets the better of the argument right along, especially since under cover of a flag of truce, it emerges from its hole to deliver telling blows at its tormentor. The subject is just fair and not to be ranked with first class cartoons from either this producer or others. This is one of the last made by the late Charles Mintz.

Exploitation: Give the subject the usual mention in your lobby programs and newspaper ads.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

RUSSELL (LUCKY) HAYDEN has been re-signed by Producer HARRY SHERMAN to appear in the six "Hopalong Cassidy" pictures and two ZANE GREY films for the 1940-41 program. HAYDEN will continue in the top supporting role in the "Hopalongs" which feature WILLIAM BOYD.

Republic has taken up its option on LOIS RANSON, who appeared in the last Higgins Family picture, "Money to Burn". Her next assignment will be the next Higgins film, "Grandpa Goes to Town" which GUS MEINS will direct.

NORMA SHEARER will star in MGM's "Forever", from an original story by MILDRED CRAM. SIDNEY FRANKLIN, who directed MISS SHEARER in two previous successes, "The Barretts of Wimpole Street" and "Smilin' Through", brings the film to the screen.

JUNE LOCKHART, 14-year-old daughter of GENE and KATHLEEN LOCKHART, will make her screen debut in support of BETTE DAVIS and CHARLES BOYER in "All This and Heaven Too" at Warner Bros. The picture is scheduled to go before the cameras in a few days under the direction of ANATOLE LITVAK.

MARJORIE WEAVER has been assigned to the feminine lead and LIONEL ATWILL one of the featured roles in "Charlie Chan's Oriental Cruise", with SIDNEY TOLER again in the title role. The picture will roll late this month at 20th Century-Fox under the direction of EUGENE FORDE. JOHN STONE is associate producer.

With the signing of MARTHA SCOTT and WILLIAM HOLDEN, Producer SOL LESSER has completed his cast of principals for "Our Town", his first production for United Artists release. Others signed are FAY BAINTER, BEULAH BONDI, GUY KIBBEE, THOMAS MITCHELL, STUART ERWIN and FRANK CRAVEN. SAM WOOD is directing.

EUGENE PALLETTE has been signed by Universal for a featured role in "It's A Date", marking his third consecutive appearance with DEANNA DURBIN, MILTON KIBBEE and WILLIAM RUHL were also added to the cast.

LLOYD NOLAN returns to Paramount for a role in CECIL B. DE MILLE'S "North West Mounted Police", the studio's forthcoming Technicolor production. NOLAN joins GARY COOPER, JOEL MCCREA, MADELEINE CARROLL, ROBERT PRESTON, AKIM TAMIROFF and LYNNE OVERMAN in the historical drama.

LEROY PRINZ, Hollywood dance director, is rehearsing JEAN ARTHUR, MELVYN DOUGLAS and FRED MACMURRAY for some humorous dance routines for "Too Many Husbands", WESLEY RUGGLES' first picture for Columbia.

JAMES ROOSEVELT is negotiating with Warner Bros. for a loan of CLAUDE RAINS for one of the principal roles in his first picture, "The Bat". ROOSEVELT is dickering with other top names and a top director for the production.

Universal's "Sandy Is a Lady", will be directed by CHARLES LAMONT with starting date scheduled for January 29th. The cast, besides "BABY SANDY" includes MISCHA AUER, BILLY LENHART and KENNETH BROWN. This will be LAMONT's third film starring "SANDY".

JAMES ELLISON has been assigned the male lead, opposite LUCILLE BALL, in RKO's "The Romantic Mr. Hinklin", set to go before the cameras immediately, under the direction of RAY MCCAREY.

HENRY HATHAWAY, currently directing 20th Century-Fox's "Dance With the Devil", has been set at the same studio to direct "Brigham Young". The deal was made with Paramount where HATHAWAY is under contract.

As a result of his splendid work in "A Bill of Divorcement", PATRIC KNOWLES has been signed to a long term contract by RKO. The young British-born actor also will be remembered for fine portrayals in "The Spellbinder", "Five Came Back", "The Honeymoon's Over" and "Another Thin Man".

The next two pictures on HAL ROACH's United Artists schedule will be "Turnabout" and "Captain Caution". "Turnabout" is scheduled to go before the cameras around the middle of February with an all-star cast under ROACH's direction.



Star Honored

BETTE DAVIS, *Warner star, is honored by a reception given her by* REDBOOK MAGAZINE *following presentation of its annual award for the most distinguished contribution to motion pictures during the past year. Left to right are* DOUGLAS W. CHURCHILL, *motion picture editor of* REDBOOK; HEDDA HOPPER, RALPH MORGAN, BETTE DAVIS *and* JEAN HERSHOLT.



Testing Deanna's Makeup

Cinematographer JOE VALENTINE, *who has photographed all six of* DEANNA DURBIN'S *hits, tests the star's new makeup for Universal's "It's A Date" through his light meter.*

Fine Arts Signs Directors

FRANKLYN WARNER, head of Fine Arts Producing and Distributing Corporation, has signed PHIL ROSEN to direct "At Your Age", and OTIS GARRETT to direct "If This Be Treason", the first two productions to get under way. WARNER is completing arrangements for his new distributing organization, and expects to start the cameras rolling within the next two weeks.

Cromwell Directs "Susie Slagle's"

JOHN CROMWELL, who just completed "Abe Lincoln in Illinois" for RKO, has been signed by Paramount to direct the screen version of AUGUSTA TUCKER's novel, "Miss Susie Slagle's", which ARTHUR HORNBLOW will produce.

Four Stars in "Mortal Storm"

MARGARET SULLAVAN, JAMES STEWART, ROBERT YOUNG and FRANK MORGAN have been assigned the leading roles in MGM's "The Mortal Storm", a dramatic story of the disintegration of a happy community in present-day Germany. Adapted to the screen from the novel by PHYLLIS BOTTOME, the picture will be produced by SIDNEY FRANKLIN and directed by FRANK BORZAGE.

Robinson in Comedy

EDWARD G. ROBINSON's next assignment at Warner Bros. will be "Brother Orchid", a comedy based on an original story by RICHARD CONNELL. The picture will start when ROBINSON returns from New York and the world premiere there of "The Magic Bullet", in which he portrays DR. PAUL EHRLICH.

Mowbray Joins "Curtain Call"

ALAN MOWBRAY has been added to the cast of RKO's "Curtain Call" scheduled to go before the cameras next week. BARBARA READ and JOHN ARCHER will play the romantic leads under the direction of FRANK WOODRUFF. HOWARD BENEDICT produces.



Star and Director on Set

Actor BRIAN DONLEVY *(left) and Director* PRESTON STURGES, *stage a rehearsal, for the next scene of Paramount's "Down Went McGinty", while cameramen, propmen, electricians, etc., prepare the setting.*

New Musical May Develop at MGM Dance Team of Turner and Murphy

"Two Girls on Broadway", the last word in streamlined musicals, got off to a rhythmic start at MGM, and promises to bring to light a brand new dance team in the persons of LANA TURNER and GEORGE MURPHY. The picture also serves as an introduction to the MGM lot for JOAN BLONDELL, who is co-starred with MURPHY and MISS TURNER.

JACK CUMMINGS, who has produced such other successful musicals as "Honolulu", and the recent "Broadway Melody of 1940", is again at the helm as producer, with S. SYLVAN SIMON directing.

"Maybe It's the Moon", is the title of a new song with music by WALTER DONALDSON and lyrics by BOB WRIGHT and CHESTER FORREST, which will be one of the featured numbers in the picture.

McDonald Directs "Missouri"

Republic has assigned FRANK MCDONALD to direct the next Weaver Bros. and Elviry film, "In Old Missouri", slated to roll February 23, with ARMAND SCHAEFER producing. Before starting "Missouri", MCDONALD will handle the megaphone on the next GENE AUTRY starrer.

"Inside Track" Bought by RKO

"Inside Track", a dramatic story by HOWARD NOSTRAND which was recently published in *The Elks Magazine*, has been purchased by RKO and will be produced by BERT GILROY. BEN HOLMES has been assigned to the screen adaptation.

Readies "South American Way"

Director SIDNEY LANFIELD, fully recovered from a throat infection that put him on the shelf after completing "Swanee River", has started preparation for "South American Way", his next assignment for 20th Century-Fox. LANFIELD left for New York to film background sequences for the production.

Gets Comedy Spot in "Hopalongs"

EL BRENDEL, Swedish comic, was signed by Producer HARRY SHERMAN for the top comedy spot in the 1940-41 series of Hopalong Cassidy features in support of WILLIAM BOYD, perennial star of the features.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

That New England dinner party for the press and cast, signaling the start of SOL LESSER'S "Our Town", turned out to be one of the best "shindigs" thrown in Hollywood in a long time. Would like to get together with FRANK CRAVEN again and dig up some more "oldies" . . . even with our gravel throat.

Wonder what producer will serve as WILLIAM GARGAN'S model for his role of a major producer in "Twinkle, Twinkle, Little Star" at 20th Century-Fox. In view of DARRYL ZANUCK'S orders to play the role in any manner that appeals to him, GARGAN should have a field day . . . and will someone's face be red.

With a roar that could be heard three feet away, JERRY COLONNA won the new "OOMPH MAN" title . . . a swell publicity stunt with or without his trick handlebars. Suppose the next "gag" on the list will be the selecting of an "OOMPH DOG" or an "OOMPH WHAT-HAVE-YOU".

And talking about publicity stunts, JOHN JOSEPH and the gang over at Universal didn't do so badly with that BELA LUGOSI hypnotist "gag" that received breaks in hundreds of papers throughout the country. Reminded us of the days of HARRY REICHENBACH.

GEORGE BERNARD SHAW'S cable to CHARLIE CHAPLIN in connection with GABRIEL PASCAL'S new UA contract rates a repeat.—"Congratulations to United Artists on having captured GABRIEL PASCAL, the only man living except yourself who knows as much about filming as I do. (Signed) GEORGE BERNARD SHAW".

Latest song around town is "The Flu Bugs Will Get You If You Don't Watch Out" . . . and if you check on the number of pictures held up by "Flu Bugs", you will see that the old "meanie" has already put in some of his dirty work.

Loretta Young At Columbia

LORETTA YOUNG checked in at Columbia studios last week for her starring role in "The Doctor Takes a Wife", in which she appears with RAY MILLAND and GAIL PATRICK under the direction of ALEXANDER HALL. MISS YOUNG'S last visit to the Gower Street lot was in 1933, when she and SPENCER TRACY made "Man's Castle". The picture is under the production supervision of WILLIAM PERLBERG.

Here Comes The Stagecoach

CESAR ROMERO *drives the overland stage into Towash, mythical Arizona city of the turn of the century, with* JEAN ROGERS *at his side. She is the object of* CESAR'S *affections in "Viva Cisco Kid", newest of 20 Century-Fox' Cisco Kid Adventures.*



Music Lovers

Director GARSON KANIN *and co-star* CARY GRANT *listen attentively while* IRENE DUNN *plays a between-scenes tune on the set of "My Favorite Wife", RKO-Radio comedy drama in which* RANDOLPH SCOTT *and* GAIL PATRICK *play the top featured roles supporting* MISS DUNNE *and* GRANT.

Burke, Monaco Write Songs for Crosby-Gloria Jean Co-Starrer

Universal has signed JOHNNY BURKE and JAMES V. MONACO to write the songs which BING CROSBY and GLORIA JEAN will introduce in "If I Had My Way", scheduled to go into production early next month. The tunesmiths will contribute four new numbers for the picture.

Producer-director DAVID BUTLER is casting about for his supporting players, and writers are polishing off the screenplay which was especially designed as a co-starring vehicle for CROSBY and GLORIA.

Incidentally, this will be the first film for GLORIA since she soared to stardom in "The Under-Pup", her initial picture.

Loew-Lewin Plan First for UA

David Loew-Albert Lewin Producing Company has purchased the screen rights to "Flotsam", and will start production as soon as the script is readied and cast chosen. The new company, which will make pictures for United Artists release, is located on the Selznick International lot.



Advance Dope

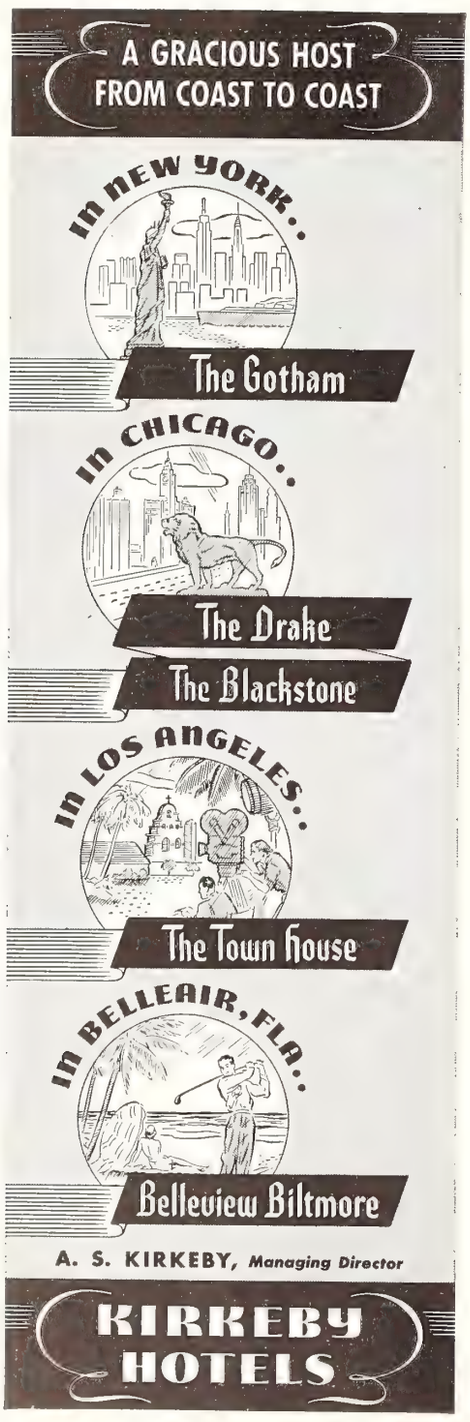
Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

RHYTHM OF THE RIO GRANDE

Mono. Western Not Set

Selling Names: Tex Ritter, Susan Dale.
Director: Al Herman.
Producer: Edward Finney.
Story Idea: Tex Ritter and his pal ride into town to discover why so many ranches are being burned down by the bandits, Martin Garralaga. He finds that it isn't the bandit who is causing all the trouble, but a man who has been trying to frighten the ranchers into selling their property to him, because he is the only one who knows of the gold in the valley.
Catchline: "He pitted his wits against the cunning of a crook."



MY LITTLE CHICKADEE

Univ. Comedy Feb. 9

Selling Names: Mae West, W. C. Fields, Joseph Calleia, Dick Foran.
Director: Edward Cline.
Producer: Lester Cowan.
Story Idea: On a train going to a small frontier town, Mae West, a wise-cracking, big city cafe singer, meets W. C. Fields. He proposes marriage and she consents because she sees bundles of money in his carpet bag, and she gets Donald Meek to perform a false marriage ceremony. Fields is appointed Sheriff but when he learns that the ceremony was false and Mae is in love with someone else, he leaves for his "oil interests" in the East.
Catchline: "She swept through the Wild-and-Wooly frontier like a tornado."

BLONDIE ON A BUDGET

Col. Comedy Not Set

Selling Names: Penny Singleton, Arthur Lake, Larry Sims, Daisy.
Director: Frank R. Strayer.
Producer: Robert Sparks.
Story Idea: Arthur Lake tries to sell Penny Singleton the idea of a two hundred dollar membership in a Club—which she refuses. Angry, he goes to a movie with an old sweetheart, and takes a chance of a two hundred dollar prize at the door. Penny, conscience-stricken, withdraws the money from their savings, for the Club membership; while he, winning the prize money, buys her a fur coat she wanted. In the meantime, the Club burns down, so the money is returned to their savings account.
Catchline: "Blondie figures out a way to get what she wants."

PASSPORT TO ALCATRAZ

Col. Drama Not Set

Selling Names: Jack Holt, Noah Beery, Jr., Cecilia Callejo, Clay Clement.
Director: Lewis D. Collins.
Producer: Larry Darmour.
Story Idea: Jack Holt, special investigator, is told to track down the enemy aliens responsible for the dynamiting of a munitions plant. He impersonates a customs inspector who is known to have honored false passports—thus contacting C. Henry Gordon, a man who poses as a photographer. Through a ruse, Gordon takes him to Clay Clement, head of the sabotage ring. He catches the men in the act of destroying another plant and arranges for the capture of the whole gang.
Catchline: "His most dangerous assignment . . . the capture of a sabotage ring."

HOUSE OF SEVEN GABLES

Univ. Drama Not Set

Selling Names: Margaret Lindsay, Vincent Price, George Sanders, Nan Grey.
Director: Joe May.
Assoc. Producer: Burt Kelly.
Story Idea: George Sanders accuses his brother, Vincent Price, of killing their father, because he believes the legend that somewhere in their house a deed for a million acres of rich land is hidden, and he wants to inherit it himself. Price goes to prison—but Margaret Lindsay, their cousin, inherits the house. After twenty years she finally gets Sanders to sign a document that clears Price—and when he is free they marry.
Catchline: "A family curse that only love could remove."

BLACK FRIDAY

Univ. Drama Not Set

Selling Names: Boris Karloff, Bela Lugosi, Stanley Ridges, Anne Gwynne.
Director: Arthur Lubin.
Assoc. Producer: Burt Kelly.
Story Idea: Boris Karloff, famed brain surgeon, saves the life of his friend Stanley Ridges, a college professor, by transplanting the brain of a criminal to Ridges after a motor accident. Recovered, Ridges acts strangely and Karloff purposely encourages these actions to find out where the dead criminal had hidden all his loot. He is defeated in his purpose when he has to kill Ridges in order to save his own daughter's life—and is himself sentenced to die for murder.
Catchline: "He thought his contribution to science permitted murder."

WE SHALL MEET AGAIN

WB Drama Not Set

Selling Names: George Brent, Merle Oberon, Pat O'Brien, Geraldine Fitzgerald.
Director: Edmund Goulding.
Producer: David Lewis.
Story Idea: Merle Oberon and George Brent meet in Hong Kong, each unaware of the tragedy of the other's future. They fall in love and spend two wonderful weeks aboard a boat bound for San Francisco. Pat O'Brien, a detective, is taking Brent back to prison to die for a murder and Merle guards the secret of her incurable heart ailment that leaves her only a few months to live. They separate at the dock, planning to meet again New Year's Eve.
Catchline: "She guarded her secret to the end."

TEXAS EXPRESS

Col. Western Not Set

Selling Names: Charles Starrett, Iris Meredith, Kenneth MacDonald.
Director: Joseph H. Lewis.
Assoc. Producer: Leon Barsha.
Story Idea: Charles Starrett and his father, Edward LeSaint, own one of the two stage lines in a frontier town. Iris Meredith and Bob Nolan own the other one. Kenneth MacDonald, unscrupulous banker, covets both lines. When they start to build a new road, MacDonald gets his henchmen to cause trouble between the two families. LeSaint discovers the plot and gets killed, then Starrett wrings a confession out of MacDonald.
Catchline: "He destroyed their threat of aggression for all time."

I WAS AN ADVENTURESS

20th-Fox Drama April 5

Selling Names: Zorina, Richard Greene, Peter Lorre, Eric von Stroheim.
Director: Gregory Ratoff.
Assoc. Producer: Nunnally Johnson.
Story Idea: Zorina, living in Paris, has been luring wealthy men into a trap where Eric von Stroheim and Peter Lorre proceed to fleece them. They single out Richard Greene for the same trick, but Zorina falls in love with him and decides to quit the racket. After Zorina and Greene are married, Lorre and von Stroheim show up and threaten to expose her, but Lorre, who has always been madly in love with Zorina, helps her out of a predicament.
Catchline: "She used her wiles to trick innocent victims."

(More Advance Dope on next page)

Advance Dope

(Continued from Preceding Page)

IT'S A DATE

Univ. Musical-Drama Mar. 22

Selling Names: Deanna Durbin, Kay Francis, Walter Pidgeon, Louis Howard.

Director: William Seiter.

Producer: Joe Pasternak.

Story Idea: Deanna Durbin leaves for Honolulu to have her mother, Kay Francis, famous stage actress, coach her in a part she has been offered by S. Z. Sakall. Aboard ship she meets Walter Pidgeon and they become good friends. At Honolulu she discovers that Kay plans to play the role offered her, so she pretends to be in love with Pidgeon and arranges to marry him. When Sakall arrives he straightens everything out, and gives Deanna the coveted role.

Catchline: "Her steadfast devotion gave her courage."

DANCE WITH THE DEVIL

20th-Fox Drama Not Set

Selling Names: Tyrone Power, Dorothy Lamour, Edward Arnold, Lloyd Nolan.

Director: Henry Hathaway.

Assoc. Producer: Harry Joe Brown.

Story Idea: Tyrone Power becomes a gangster after his father, Edward Arnold, is sent to prison for embezzlement. He becomes head of the Lloyd Nolan gang, and when a reform administration gets into power, finds himself and his entire gang, in prison. Arnold and Power do not talk to each other, but when there is a break and Arnold is injured, they straighten everything out between them.

Catchline: "He joined the enemy ranks to save his father."

The Box Office Slant

Lambeth Walk

(Continued from page 17)

and radiant Sally who immediately thaws the Duchess and remains with Lane.

Comment: What may be hilariously funny in England seems likely to become mild, and occasionally dull entertainment for the average American theatregoer. Lupino Lane's style of comedy, while good for a chuckle from the fellow who constantly prods his next-seat neighbor in the ribs, smacks of old vaudeville routines; it belongs to the past. The film moves at a snail's pace, gathering momentum only during the "Lambeth Walk" sequence, and much of the dialogue, some of it Cockney, will be lost to American ears. Sally Gray, bearing a strong resemblance to Joan Marsh, is likable, vivacious, and sings and dances well, while Norah Howard, as the Duchess, and Seymour Hicks, as Sir John, adequately carry their assignments. If there are any British clubs or organizations in your situation, advise them of your showing. Tie up with ballrooms in a campaign to revive the dance. **(FAMILY)**

Catchline: "Gay, tuneful, romantic. From the stage hit that ran 500 performances."

AUDIENCE SLANT: AMERICAN THEATREGOERS IN GENERAL ARE APT TO FIND IT MILD AND OCCASIONALLY DULL ENTERTAINMENT.

BOX OFFICE SLANT: IT HAS LITTLE, IF ANY, BOX OFFICE DRAW, THEREFORE NECESSITATING THE AID OF A STRONGER FEATURE.

Chip of the Flying U

Univ. Western 55 mins.

(Prod. No. 4060—Nat'l Release, Nov. 24)

Cast: Johnny Mack Brown, Fuzzy Knight, Bob Baker, Doris Weston, Forrest Taylor, Anthony Warde, Karl Hackett, Henry Hall, Claire Whitney, Ferris Taylor, Cecil Kellogg. **Credits:** Screenplay by Larry Rhine and Andrew Bennison. Story by B. M. Brower. Cameraman: William Sickner. Directed by Ralph Staub.

Plot: Brown meets Doris Weston, his boss' sister when she arrives from the East after having been graduated from medical school. She immediately dislikes him and he decides to leave. Meanwhile the owner of a neighboring ranch is trying to buy Doris' brother's ranch for nefarious purposes like storing munitions before shipment to a foreign country. So Brown stays around and settles matters catching the gang who stole the payroll to force the ranch's sale and capturing Doris' love.

Comment: This is rather an ordinary Western with a little stinting on some phases of the production. Some of the motivation is not quite clear, but probably the average Eastern fans will overlook such little inconsistencies as the fact that there aren't enough munitions involved to make any difference, etc. It's pretty standard stuff as Westerns go with Bob Baker doing the singing that Johnny Mack Brown hasn't learned to do yet. He has little else to do though he was once a Western star in his own right. Sell it in the usual Western manner with cowboy accessories in the lobby and such novel gags as free admission for anyone who comes to the theatre on horseback. **(FAMILY)**

Catchline: "Born to fight and living by fist and guns."

AUDIENCE SLANT: THE AVERAGE WESTERN FAN WILL FIND THIS SATISFACTORY.

BOX OFFICE SLANT: SHOULD DO AVERAGE WESTERN BUSINESS.

Bad Boy

Atlas Drama 66 mins.

(Nat'l Release, Dec. 13, '39)

Cast: Johnny Downs, Rosalind Keith, Helen MacKellar, Spencer Williams, Jr., James Robbins, Holmes Herbert, Dick Cramer, Harry Lang. **Credits:** Screenplay by Richard C. Kahn. Director of Photography, Jack Greenhalgh. Film Editor, Roy Luby. Directed by Herbert Meyer. Produced by Gateway Productions.

Plot: Johnny goes to New York to make good. When a friend in the office constantly flaunts before him the money he wins on the horses, Johnny decides to go in for gambling. He does, and gets into debt, going so far as to forge a spurious order for supplies in order to get more money. Found guilty, he is jailed. Helen MacKellar, his mother, comes to the city, and scrubs floors at night to help take care of her son and herself. Then Johnny becomes the head of a shady firm, falls for Rosalind Keith, a gold-digger, goes from bad to worse, until he is brought home from a police chase mortally wounded.

Comment: This picture smacks of the old 10-20-30 melodramatic school, and might appropriately have been labeled, "Where Is My Wandering Boy Tonight?" The bond between the hero and his mother seems just a little too sticky and sentimental, and it is hard to believe that Johnny could suddenly head a shady enterprise and order tough gangsters bigger than himself to say meekly, "Sure, boss." For those who are not too particular in their screen fare, for women who weep easily at old-fashioned melodramatics, "Bad Boy" will find a receptive audience; for moderns, it will be a little difficult to swallow. However, in the film's favor is the fact that it leads to a logical conclusion—the son is bad and ends up with a bullet in his back. In his first dramatic role, Downs at times seems unsure of himself. Rosalind Keith, Helen MacKellar and Holmes Herbert do creditably. Arrange a Mother and Son matinee. Get the support of public officials in backing your showing, inasmuch as the picture shows the folly of crime. **(FAMILY)**

Catchline: "His mother was his 'best girl' until a scheming woman lured him to disgrace and degradation."

AUDIENCE SLANT: SENTIMENTAL AND MELODRAMATIC ENOUGH FOR NOT-TOO-DISCRIMINATING PATRONS; NOT LIKELY TO BE APPLAUDED BY MODERNS.

BOX OFFICE SLANT: STRONGER FEATURE SUPPORT WILL HELP; OTHERWISE, HEAVY SELLING WILL BE NECESSARY.

For booking information, write Atlas Film Exchange, Inc., 723 Seventh Ave., N.Y.C.

Wolf of New York

Republic Drama 69 mins.

(Prod. No. 918—Nat'l Release, Jan. 15)

Cast: Edmund Lowe, Rose Hobart, James Stephenson, Jerome Cowan, William Demarest, Maurice Murphy, Charles D. Brown, Edward Gargan, Andrew Tombes, Ben Welden, Ann Baldwin, Roy Gordon. **Credits:** Screenplay by Gordon Kahn and Lionel Houser. Original story by Leslie T. White and Arnold Belgard. Photographed by Reggie Lanning. Film Editor, Ernest Nims. Art Director, John Victor Mackay. Directed by William McGann. Associate Producer, Robert North.

Plot: Stephenson, brains of a bond-stealing criminal gang, is sought by Cowan, district attorney. Lowe, criminal lawyer, has found a place in his office for Murphy, paroled and placed in his custody. When asked to defend a gangster, Lowe, ignorant of the fact he is a henchman of Stephenson, secures an acquital. The police inspector decides to investigate the matter and is mysteriously slain. Young Murphy is accused of the crime, and despite Lowe's efforts to save him, is convicted and executed. Later, the real murderer confesses. Wishing to save his face for the next election, the Governor forces Cowan to resign from office and appoints Lowe to succeed him. After several harrowing adventures, Lowe brings Stephenson to justice.

Comment: "Wolf of New York" is a fast-moving melodrama certain to please the masses. A better-than-average program offering, it unfolds a plot that entertains and intrigues by virtue of the fact that the direction and performances are surprisingly good. Edmund Lowe is in his forté as the criminal lawyer and (later) racket buster; his loyal fans will be glad to see him again. Rose Hobart, absent from the screen for several years, returns looking lovelier and even more youthful than she did in former screen roles. Suave and handsome, yet withal a villian of the first water, James Stephenson can probably portray hero or menace with equal ease and conviction. The picture's settings and general production treatment are noteworthy. Using photographs of the players, conduct a newspaper contest to find the "Wolf of New York." For your lobby, a large disc with photos around the edge, and made to revolve, could be placed behind another disc with an opening to which the "accusing hand" of a cut-out of Lowe points. As the rear disc moves, the suspects' faces appear in the opening. A silhouetted skyline, with the figure of a wolf crawling around the buildings, could be used as a marquee display. **(FAMILY)**

Catchline: "Like a beast of prey, he prowls through the jungle of skyscrapers, feeding on the very lifeblood of his hapless, helpless victims."

AUDIENCE SLANT: MERITORIOUS ACTION MELODRAMA FOR THE MASSES.

BOX OFFICE SLANT: WHILE NOT BOX OFFICE DYNAMITE BY ANY MEANS, IT SHOULD GIVE A GOOD ACCOUNT OF ITSELF, BACKED BY SHOWMANSHIP, IN THE AVERAGE COMMUNITY.

"Hell's Angels" is being handled direct from Astor Pictures' home office by Jack Bannon and not by the Astor exchanges as erroneously stated in STR last week.

The Studio Check-Up

A GUIDE TO FUTURE BOOKING

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—32; Being Edited—75]
[Last Week: In Production—36; Being Edited—73]

COLUMBIA

Being Edited

OUTSIDE THE 3-MILE LIMIT*

BULLETS FOR RUSTLERS (W)*

BLAZING SIX SHOOTERS*

FIVE LITTLE PEPPERS AT HOME*

TEXAS EXPRESS*

PASSPORT TO ALCATRAZ*

BLONDIE ON A BUDGET*

I MARRIED ADVENTURE
Travelogue Feature.
Made by Mrs. Osa Johnson.

In Production

TOO MANY HUSBANDS
Jean Arthur, Fred MacMurray, Melvyn Douglas. Directed by Wesley Ruggles.

MEN WITHOUT SOULS
John Litel, Rochelle Hudson.
Directed by Nick Grinde.

DOCTOR TAKES A WIFE
Loretta Young, Ray Milland.
Directed by Alexander Hall.

M-G-M

Being Edited

NORTHWEST PASSAGE (Tech.)*

STRANGE CARGO*

YOUNG TOM EDISON*

MAN FROM DAKOTA*

FLORIAN*

BROADWAY MELODY OF 1940*

NEW MOON*

In Production

FORTY LITTLE MOTHERS*

EDISON THE MAN
Spencer Tracy, Gene Reynolds, Rita Johnson, Lynne Overman. Directed by Clarence Brown.

DR. KILDARE #4
Lionel Barrymore, Lew Ayres.
Directed by Harold Bucquet.

TWO GIRLS ON BROADWAY
Lana Turner, George Murphy, Joan Blondell, Richard Lane. Directed by S. Sylvan Simon.

MONOGRAM

Being Edited

PIONEER DAYS*

In Production

RHYTHM OF THE RIO GRANDE*

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

PAROLE FIXER*

SEVENTEEN*

KNIGHTS OF THE RANGE*

DR. CYCLOPS (Tech.)*

UNTAMED (Tech.)*

WOMEN WITHOUT NAMES*

TYPHOON (Tech.)*

FARMER'S DAUGHTER*

SHOWDOWN*

OPENED BY MISTAKE*

LIGHT OF WESTERN STARS*

ROAD TO SINGAPORE*

BISCUIT EATER*

AT GOOD OLD SIWASH*

HIDDEN GOLD*

WAY OF ALL FLESH*

SAFARI*

GOLDEN GLOVES*

WAR ALONG THE STAGE TRAIL*

BUCK BENNY RIDES AGAIN*

In Production

WOMAN FROM HELL*

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff.
Directed by Preston Sturges.

RKO-RADIO

Being Edited

VIGIL IN THE NIGHT*

SWISS FAMILY ROBINSON*

MARINES FLY HIGH*

BULLET CODE*

MILLIONAIRE PLAYBOY*

LITTLE ORVIE*

PRIMROSE PATH*

IRENE*

BILL OF DIVORCEMENT*

AND SO GOODBYE*

ISLE OF DESTINY*

THE RAMPARTS WE WATCH
March of Time Feature

In Production

MY FAVORITE WIFE*

PINOCCHIO
Cartoon Feature. Produced by Walt Disney. In Technicolor.

REPUBLIC

In Production

DARK COMMAND*

20th CENTURY-FOX

Being Edited

CHARLIE CHAN IN PANAMA*

YOUNG AS YOU FEEL*

SHOOTING HIGH*

DANCE WITH THE DEVIL*

FOR WOMEN ONLY
Lynn Bari, Joan Davis, Joan Valerie.
Directed by Ricardo Cortez.

In Production

I WAS AN ADVENTURESS*

VIVA CISCO KID
Caesar Romero, Chris-Pin Martin.
Directed by H. Bruce Humberstone.

TWINKLE TWINKLE LITTLE STAR
Linda Darnell, John Payne, Roland Young, Mary Healy. Directed by Walter Lang.

EARTHBOUND
Warner Baxter, Andrea Leeds, Lynn Bari. Directed by Irving Pichel.

SAILOR'S LADY
Nancy Kelly, Jon Hall, Joan Davis.
Directed by Allan Dwan.

UNITED ARTISTS

Being Edited

A CHUMP AT OXFORD (Roach)*

REBECCA (Selznick)*

TWO'S COMPANY (Roach)*

HOUSE ACROSS THE BAY (Wanger)*

1,000,000 B. C. (Roach)*

MY SON, MY SON (Small)*

THE WESTERNER (Goldwyn)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez.
Produced by Alexander Korda.

UNITED ARTISTS (Cont.)

In Production

GREAT DICTATOR
Charles Chaplin, Paulette Goddard.
Producer-Director, Charles Chaplin.

OUR TOWN
Frank Craven, Fay Bainter, Thomas Mitchell. Directed by Sam Wood.
Produced by Sol Lesser.

UNIVERSAL

Being Edited

RIDERS OF PASCO BASIN* (W)

HONEYMOON DEFERRED*

RIVER OF MISSING MEN*

DOUBLE ALIBI*

MY LITTLE CHICKADEE*

In Production

BLACK FRIDAY*

HOUSE OF THE SEVEN GABLES*

IT'S A DATE*

ALIAS THE DEACON
Bob Burns.
Directed by Richard Wallace.

ENEMY AGENT
Robert Armstrong, Helen Vinson, Richard Cromwell. Directed by Lew Landers.

WARNER BROTHERS

Being Edited

CALLING PHILO VANCE*

TEAR GAS SQUAD*

GAMBLING ON THE HIGH SEAS*

MURDER IN THE AIR*

KING OF THE LUMBERJACKS*

FUGITIVE FROM JUSTICE*

CASTLE ON THE HUDSON*

VIRGINIA CITY (Tech.)*

IT ALL CAME TRUE*

In Production

MAGIC BULLET*

THREE CHEERS FOR THE IRISH*

SATURDAY'S CHILDREN*

WE SHALL MEET AGAIN*

SEA HAWK
Errol Flynn, Brenda Marshall, Donald Crisp. Directed by Michael Curtiz.

ALL THIS AND HEAVEN, TOO
Bette Davis, Charles Boyer.
Directed by Anatole Litvak.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall	1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued

COLUMBIA

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson		6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/18/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello		3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)		Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)		Penny Singleton-Arthur Lake			a1/27/40
Bullets for Rustlers (W)		Charles Starrett-Lorna Gray			a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)		Hudson-Lane-Lang		1/31/40	a1/20/40
Doctor Takes a Wife		Loretta Young-Ray Milland			In Prod.
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Men Without Souls		John Litel-Rochelle Hudson			In Prod.
Miracle on Main Street	78	Margo-W. Abel-L. Talbot		10/29/39	Not Rev.
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music In My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D) (Former title, "Criminal Cargo")		Jack Holt-Irene Ware			a10/21/39
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters		2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Express (W)		Chas. Starrett-Iris Meredith			a1/27/40
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands		Arthur-MacMurray-Douglas			In Prod.
Two-Fisted Rangers (W)	62	Chas Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

MGM

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore		4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson		7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39

MGM

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	60	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)		Powell-Astaire-Murphy		2/9/40	a10/14/39
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare No. 4		Lionel Barrymore-Lew Ayres			In Prod.
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man		Spencer Tracy-Rita Johnson			In Prod.
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert			a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (C-D)		Spencer Tracy-Hedy Lamarr		2/1/40	a11/12/38
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D) (Former title, "Arouse and Beware")		Wallace Beery-Dolores Del Rio		2/16/40	a1/13/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)		Tracy-Young-Brennan (Tech.)		2/23/40	a8/12/39
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		3/1/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Two Girls on Broadway		Turner-Murphy-Blondell			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler			a12/2/39

MONOGRAM

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	60	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds		1/30/40	a12/30/39
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes In Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Wilkins		1/25/40	a12/30/39
Rhythm on the Rio Grande (W)		Tex Ritter-Susan Dale			a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

PARAMOUNT

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bey Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-D)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew		4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure In Diamonds (D)	72	Isa Miranda-George Brent	(A)	3/8/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			a11/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		3/29/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W) (Former title, "The Man From Bar 20")		Wm. Boyd-Russell Hayden			a12/16/39
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)		Russell Hayden-Jean Parker		2/23/40	a9/16/39
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D) (Former title, "Federal Offense")		J. Carroll Naish-Wm. Henry		2/2/40	a8/26/39
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/22/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Showdown (W) (Former title, "Gun Chores")		Wm. Boyd-J. Clayton-Hayden		5/10/40	a10/14/39
Sidewalks of London (D) (Reviewed as "St. Martin's Lane")	80	Laughton-Leigh	(F)	2/16/40	b7/9/38
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)			a8/19/39
War Along the Stage Trail (W) (Former title, "Hold Your Horses")		Wm. Boyd-Russell Hayden			a1/13/40
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell (D)		Jean Cagney-Richard Denning			a1/20/40
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

R.K.O.-RADIO 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		3/8/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39

R.K.O.-RADIO 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio		Technicolor Cartoon		2/23/40	In Prod.
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)		b10/29/38
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)		Mitchell-Best-Bartholomew		2/16/40	a11/11/39
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)		Carole Lombard-Brian Aherne		2/9/40	a10/7/39

REPUBLIC 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (D)	74	Richard Cromwell-Doris Day		1/30/40	a12/16/39
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40

20TH CENT.-FOX 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan in Panama (D)		Sidney Toler-Jean Rogers		3/8/40	a11/11/39
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour			a1/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
For Women Only		Lynn Bari-Joan Davis		3/29/40	In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/19/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	bl/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	bl/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	bl2/9/39
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	al/27/40
Little Old New York (D)		Alice Faye-MacMurray-Greene		2/9/40	a10/14/39
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Joan Rogers	(A)	2/2/40	bl/20/40
Pack Up Your Troubles (C)	0	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Sailor's Lady		Nancy Kelly-Jon Hall			In Prod.
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	bl2/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	bll/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Twinkle, Twinkle Little Star		Linda Darnell-John Payne			In Prod.
Viva Cisco Kid		Cesar Romero-Chris-Pin Martin		4/12/40	In Prod.
Young as You Feel (D)	59	Jones Family		2/16/40	a12/16/39

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy		2/16/40	a8/12/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft			all/13/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b8/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	bl2/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll			al/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	bl2/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis			al/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)		bll/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	bl2/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	bl/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Two's Company (C)		Stan Laurel-Oliver Hardy			al2/23/39
Westerner (D)		Gary Cooper-Walter Brennan			al2/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	bl/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	bll/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon		Bob Burns			In Prod.
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	bl2/2/39
Black Friday (D)		Boris Karloff-Bela Lugosi			al/27/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Snerd	(F)	12/22/39	bl2/23/39
Chip of the Flying U (W)	55	J. Mack-Bob Baker	(F)	11/24/39	bl/27/40
Danger on Wheels (D) (Former title, "Test Driver")		Richard Arlen-Andy Devine		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	bl2/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		2/23/40	al/6/40
Enemy Agent		Robt. Armstrong-Helen Vinson		3/1/40	In Prod.
Framed (D)		Constance Moore-R. Armstrong		1/5/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	2/23/40	bl/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D) (Former title, "Double Alibi")		Margaret Lindsay-Edmund Lowe		2/16/40	a12/9/39
House of Seven Gables (D)		Vincent Price-Margaret Lindsay			al/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	bl/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	al/27/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	bl2/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	bll/4/39
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	bll/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)		Mae West-W. C. Fields		2/9/40	al/27/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	bl/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	bl2/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W) (Former title "Vigilante War")		J. M. Brown-Bob Baker		4/5/40	a9/30/39
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
River of Missing Men (D) (Former title, "Rigadoon")		Lola Lane-James Craig		3/8/40	al/6/40
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	bll/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W) (Former title "Galloping Kid")		J. M. Brown-Bob Baker		1/19/40	a9/16/39
Witness Vanishes (My)	66	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C) (Reviewed as "Hobby Family")	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	bl/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	bl/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	bl/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	bl/6/40
Calling Philo Vance (My-D) (Former title, "Philo Vance Comes Back")	94	James Stephenson			a9/2/39
Castle on the Hudson (D) (Former title, "20,000 Years In Sing Sing")		Garfield-O'Brien-Sheridan			a8/12/39
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	bll/4/39
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	bl/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	bll/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			al2/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)		bl/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	bl2/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D) (Reviewed as "Juarez and Maxmilian"—States Rights)	95	Medea Novara-L. Atwill	(A)	12/16/39	b4/29/39
Magic Bullet (D) (Former title, "Life of Dr. Ehrlich")		Edw. G. Robinson-Ruth Gordon			all/4/39
Murder in the Air (D)		Ronald Reagan-Lya Lys			al2/2/39
Nancy Drew and Hidden Stair-case (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	bll/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	bl2/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	bll/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			al/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D) (Former title, "State Cop")		D. Morgan-J. Payne-G. Dickson			a9/23/39
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan			al/13/40
Virginia City (D)		Flynn-Hopkins-Scott			al2/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	bll/11/39
We Shall Meet Again (D)		Merle Oberon-George Brent			al/27/40

STATES RIGHTS

Title	Mins.	Stars		Rel. Date	See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	bl/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	bl/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	Fine Arts	b2/11/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")		Roland Drew-Steffi Duna	(A)	Producers	bll/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)		Grace Bradley-Roland Drew			a11/25/39
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	bll/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	bl2/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	Fine Arts	b2/25/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	bl2/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	bl/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39
Wild Innocence	60	Brian Abbott-Wendy Munro		Atlas	Coming

FOREIGN LANGUAGE

Title	Mins.	Stars		Rel. Date	See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	bll/25/39

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical.

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swingtime		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury		10	Not Rev.
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (6)			
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf		10	Not Rev.
OUR GANG (8)			
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez		10	Not Rev.
Quaint St. Augustine	Charming	9	11/25/39
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy In Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment.	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue of
COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orch.	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orch.		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Flo Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev.
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Skakespearian Spinach		7	Not Rev.
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill		10	Not Rev.
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3		11	Not Rev.

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME			
Inside the Maginot Line	Excellent	20½	10/29/38
Metropolis—1939	Fine	18	8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Heetic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Bude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zoo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

1939-40

DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinculets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Nevada Unlimited	Interesting	9	9/30/39
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse In a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Life Begins for Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads		18	Not Rev.
Rhythm Jamboree		18	Not Rev.
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71		9	Not Rev.
No. 72		9	Not Rev.

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VITAPHONE-WARNER BROS. 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Artie Shaw	For Jitterbugs	10	6/24/39
Club on the Air	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Exeellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
She Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
TRUE ADVENTURES (Con't)			
Lives In Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)			
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
LOONEY TUNES (16)			
Africa Squeaks		10	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm		7	Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39
Phantom Creeps	12 Chaps.		8/12/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N.Y. Zoological Society)	Thrilling	11	1/13/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38

SERIALS 1938-39 (Con.)

	Number of Chapters	Reviewed Issue of
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39

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THE GRAPES OF WRATH



FEB - 5 1940

SHOWMEN'S MOTION PICTURE Trade Review

FILE

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

Pinocchio
I Take This Woman
Little Old New York
Sidewalks of London
Swiss Family Robinson
Miracle on Main Street
Calling Philo Vance
Inspector Hornleigh on Holiday
Village Barn Dance
Young As You Feel
Chasing Trouble

February 3, 1940
Vol. 32 No. 2

Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

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In This Issue

Equipment & Maintenance

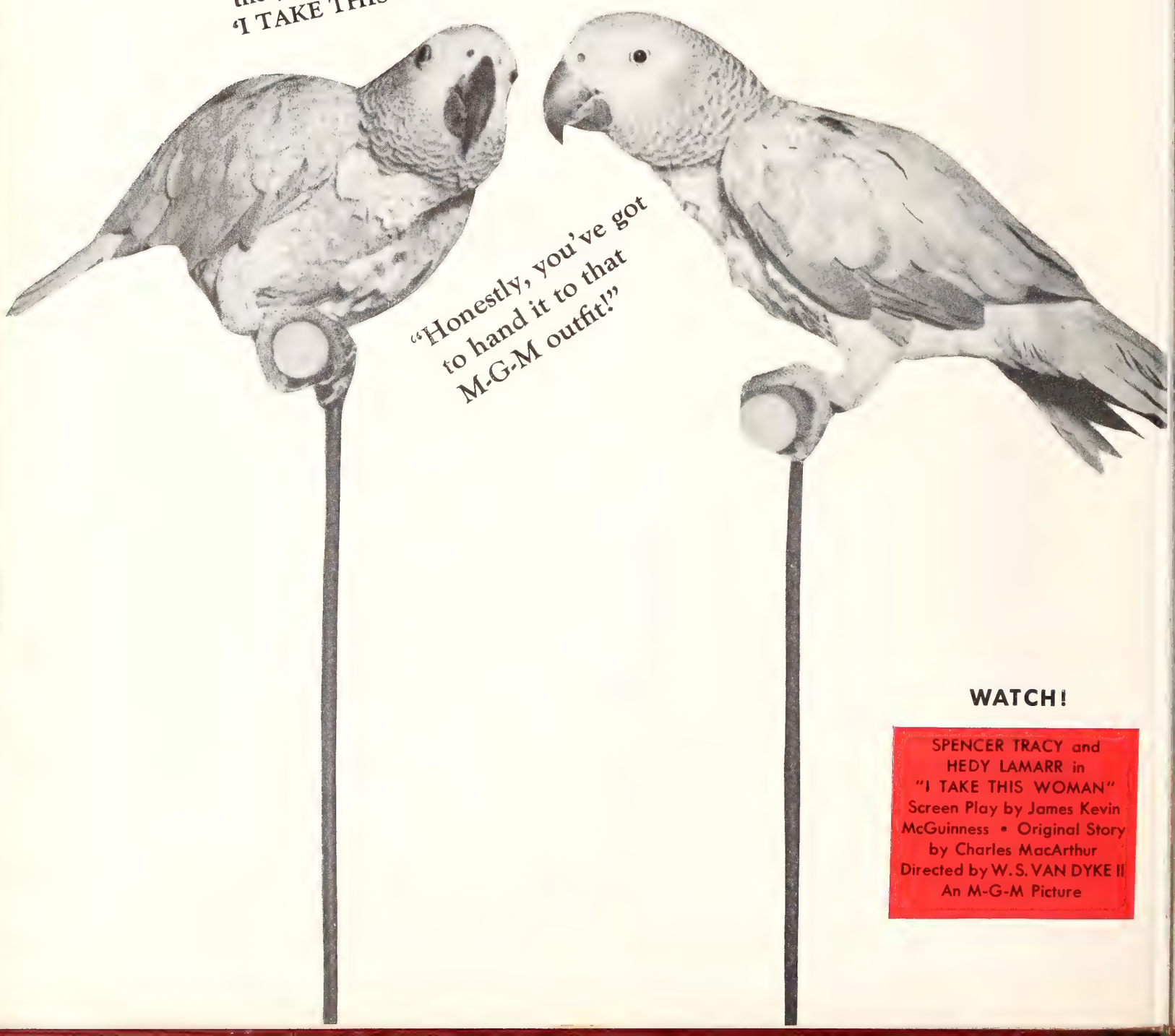
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The Bulletin Board — Literature Bureau

YOU'LL HEAR THIS EVERYWHERE!

"Everybody's talking about how they've made the surprise hit of the year 'I TAKE THIS WOMAN'!"



"Honestly, you've got to hand it to that M-G-M outfit!"

WATCH!

SPENCER TRACY and HEDY LAMARR in "I TAKE THIS WOMAN" Screen Play by James Kevin McGuinness • Original Story by Charles MacArthur Directed by W. S. VAN DYKE II An M-G-M Picture

The Editorial Page

Speaking Of Pictures

In "Grapes of Wrath," 20th Century-Fox has surprised not only the industry but many on the outside who so freely predicted that the story lacked suitable screen material and would prove to be a bust.

By this time advance information must have reached most theatremen about the picture at its first openings. So it hardly seems necessary to tell you that "Grapes of Wrath" is a powerful box office picture.

Frankly, we were one of the doubting Thomases ourselves even though we kept our predictions stored away pending the arrival of the picture. When we attended the preview we did so with many misgivings and a preconceived notion that they would never be able to inject the punch of the book into the picture.

Like all of the others, we were wrong. It is great entertainment and its characters have brought to life the people of Steinbeck's best seller. You'll say so, your audience will say so and your receipts will verify it.

Another in the current cycle of strong box office pictures is the Warner Brothers' production of "The Fighting 69th." Here again you have real, stark, dramatic entertainment of the he-man type. Certainly no one could label this one "sissy" entertainment.

Strong selling names plus the background of the story provide the outstanding selling angles to which may be added many other slants according to the ideas of the theatremen mapping out campaigns. The opportunities for tie-ups cover a wide and desirable radius and much interest can be attracted through unusual show-selling.

There is no reason why "The Fighting 69th" should not give an excellent account of itself when it reaches your theatre. You can remove all doubt by backing up the engagement with a carefully planned campaign.

△ △ △

For Or Against?

There remain but three things for the theatremen to do with regard to the Neely Bill and its impending action before the House of Representatives.

Number One: To thoroughly familiarize themselves with the contents of the Bill and how each section of it will apply to their methods of film buying and trading.

Number Two: To make up their minds as to whether (after careful study and consideration) to support the bill or try to defeat it.

Number Three: If against it, to immediately enlist the support of women's clubs, civic organizations, newspapers, church leaders, community leaders and other individuals, and to get each and every one of them to address letters or wires to their local Congressman asking him to vote AGAINST the Bill. Emphasize to those you contact that, if they have organization affiliations, to address their letters or wires in the name of the group they represent as well as themselves as individuals.

In discussing the Bill with those whose aid you seek to defeat the Bill, be prepared to answer their questions and convince them that the Bill is bad for your business, for the industry and for the community as well. Have all necessary facts at your finger tips. Also have available the correct name of the Congressman to be contacted.

If you would heed our advice then we suggest that you concentrate your efforts first on the women's, welfare and other local organizations and groups, as expressions from them will carry the most weight at this stage of the fight. If you have a gift of gab, promote an invitation to their meetings and address them in a body, urging both organization as well as individual action.

You'd be surprised how much public and organization sentiment you can line up during a concentrated drive on your part or in conjunction with the other theatremen in your territory if they are of the opinion that the measure should be defeated.

The time element is rapidly becoming more and more important so if you honestly want this Bill killed then you must act quickly and with planned effort.

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Universal's Progress

The recent financial report of Universal which showed an amazing upward swing in profits, speaks volumes for the manpower heading this aggressive organization. Where profits increase consistently, the quality of the product must reflect the same condition. Exhibitors do not have to be told about Universal's improvement in box office pictures.

Those who would look a little further ahead will also agree that the outlook for a continuation of good product is a foregone conclusion. A mere summary of the pictures in work and in preparation, tells the whole story.

Sound common-sense administration of this company's affairs both in the home office and the studio is the reason for the phenomenal success of this company. Each man appears to have a job to do and IS doing it to the best of his individual abilities.

An almost total absence of lost motion, wasted production expense or running around in circles, is beginning to prove itself even better than we predicted over a year ago when we visited and analyzed the studio set-up.

—*"CHICK" LEWIS*

MAY ACCEPT ARBITRATION

Circuits Willing to Try Allied Plan

Allied's proposal for the establishment of an arbitration system within the industry is meeting with "we are not opposed to arbitrating differences" reaction from some of the larger affiliated circuits, and one independent circuit is reported to be "very much for it." That his organization would "certainly welcome arbitration" was a declaration made by C. A. Schultz, president of the Commonwealth Circuit, which operates 41 theatres in Arkansas, Iowa, Kansas and Missouri.

RKO is willing to arbitrate disputes in which its theatres are involved, it is understood. Stating that he could not speak officially on the subject, R. J. (Bob) O'Donnell, general manager of the Texas Interstate Circuit, expressed his belief that some method should be adopted whereby differences could be adjusted.

Some circuits are making no comments until they can study the matter more fully.

Brown to Produce Film in New York

Rowland Brown will make "Young Man of Manhattan" at the Eastern Service Studios for Paramount distribution. Frances Dee and Joel McCrea will be starred, and production will get under way in April. Although only on a one-picture deal, Brown may continue to produce in New York upon completion of "Young Man."

Pioneer Exhibitor Dies

Milwaukee—A. L. Robarge, 61, pioneer Wisconsin exhibitor, is dead at Tomahawk, Wis.

At "69th" Dinner



Will H. Hays, MPPDA president, and Jack L. Warner, vice-president in charge of production at Warner Bros., are shown here engaged in conversation at the Fighting 69th Regiment dinner held last week at the Waldorf-Astoria in conjunction with Warners' "The Fighting 69th."

Points Out Sights



Herbert J. Yates, president of Republic Pictures, points out the big-city sights to a couple of cowboys. On his right, Gene Autry, Republic's top star, and on his left, Jack Kriendler, whose uptown ranch is known as the 21 Club. Gene and Jack were among Mr. Yate's guests at the world premiere of "Village Barn Dance" at New York's country night club, The Village Barn, last Friday.

FILM BIZ NEEDS 'DICTATOR'-WOOD

Ohio ITO Secretary Laments Industry's Lawsuits

Columbus, O.—In a current service bulletin in which he pays tribute to Judge K. M. Landis, high commissioner of baseball, for his recent crackdown on major league club owners, Pete J. Wood, secretary of the ITO of Ohio declares the industry needs a "dictator." The bulletin is in the form of an open letter to Landis in which Wood declares it is his "fondest hope" that the film industry will have a "dictator" in the "very near future."

"In addition to pending Federal legislation and Government lawsuits," Wood writes, "we find ourselves faced with more internal lawsuits than any other industry. There being no one in authority, like yourself in baseball, our industry, after many months of conferring and negotiating, was forced to admit defeat when it came to agreeing upon a Code of Fair Trade Practice for the industry and, as a consequence, many . . . independent exhibitors . . . are today forced to bow to even harsher terms than they did 20 years ago."

EDUC. BANKRUPT

Co. Files Voluntary Petition ERPI Largest Creditor

Following closely on the heels of Grand National's liquidation, Educational Pictures has filed a voluntary petition in bankruptcy. Total liabilities were listed at $577,923 and assets at $352,442. Largest creditor is ERPI with a claim of $241,673 secured by a mortgage on the company's studio in Hollywood. President E. W. Hammons has a claim for $50,000 salary.

Quick action is expected to reorganize the company so that it may resume production of short subjects.

SCHAEFER IN NEELY DEBATE

Myers Upholds Bill Before SWG

George J. Schaefer, RKO president, and Abram F. Myers, general counsel and chairman of the board of Allied States Association, debated the Neely Bill this week in talks before the Screen Writers Guild. Schaefer asserted that Allied members who were supporting the Bill sought an unfair advantage in buying pictures while Myers answered that there would have been no need for the Bill if the major companies had given more consideration to independents.

Schaefer said: "The bill prohibits us from selling our product to the best of our ability and I believe takes away our Constitutional rights and hamstrings the American system of free enterprise. In recent years, distributors have granted exhibitors a 10% cancellation clause of which the exhibitor can avail himself in selection or elimination of films that are offered him. They have rarely taken advantage of that privilege. The American people have shown their approval of present methods to the extent of 88,000,000 attendance weekly. A business which has flourished to that extent is requested now to scrap its present system and substitute for it an untried theory. It is unconscionable and against public interest to undermine this industry with unnecessarily heavy additional burdens and penalties such as are contemplated in this proposed legislation. You cannot legislate quality into product.

Myers claimed that investigations show that 2,500 affiliated theatres have selective contracts and were not forced to adhere to block booking. He alleged that monopoly prevailed in the business and predicted a decentralization of theatre districts. He also denied that there was any threat of censorship in the Neely Bill nor any possibility of the government fixing prices.

NSS May Take Over Trailer-Made

A deal whereby National Screen Service will take over Trailer-Made is reported to be in the offing, with negotiations now going on between NSS and E. Schwartz, head of Trailer-Made, Inc. Trailer-Made franchise holders have been advised of the negotiations, it is reported. Prior to forming Trailer-Made in 1938, Schwartz headed Ad-Vance Trailer Service, which NSS also bought.

Dinner for Yamins

Boston—A testimonial dinner will be tendered Nathan Yamins, former president of national Allied, at the Hotel Statler here Feb. 6.

WB MAY GET HUGHES PICS

Distribution Deal Is Being Discussed

Hollywood—That Warners is talking a releasing deal with Howard Hughes for two pictures which he plans to make this year is reported here. Resuming production after a seven-year lapse, Hughes has signed Howard Hawks to direct. Stories by Ben Hecht and Ernest Hemingway are among the stories included in Hughes' available properties.

A releasing deal for the first Capra-Riskin feature which the duo will make independently was recently closed by Warners. The company was also reported to be talking a releasing deal with Samuel Goldwyn on "The Westerner," but this is believed off now.

RKO Closes Final Circuit Deals

Preparatory to the Ned Depinet drive for billings, seventeen circuits embracing 239 theatres have been closed by RKO in its final week of selling. RKO's coverage of major circuits for the 1939-40 program is practically completed with these deals.

Miami Sees Premiere Of "New York"

Miami — World premiere of 20th-Fox's "Little Old New York" was held Wednesday night at the Lincoln Theatre here, with a host of prominent film people attending. Admission prices were advanced for the premiere performance.

SHOWMEN'S
MOTION PICTURE
Trade Review
Vol. 32, No. 2 Feb. 3, 1940
Title and Trade Mark Reg. U. S. Pat. Off.

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Showmen's Trade Review is published weekly by Showmen's Trade Review, Inc. Publication office, 34 North Crystal St., East Stroudsburg, Pa. Editorial and advertising offices, 1501 Broadway, New York City. Tel.: Bryant 9-5606. Subscription price in the United States and Canada, $2.00 per year. Foreign, $5.00 per year. Single copies, ten cents. Subscribers should remit with order. All contents copyrighted 1940.

Kennedy's Korner

It's twins over at National Screen's headquarters. Thursday the new baby made its formal bow to the show world as Vice-president and General Manager Charles L. Casanave of Advertising Accessories, Inc., gave the signal to open up shop in 32 cities. Milton Silver, daddy of the baby who does such versatile tricks in trade advertising for National Screen, now has another tot to put through its paces on pages that tell a real story about showselling via trailers and exploitation accessories.

Talking about National's baby (there's positively no foundation to the rumor that Don Mersereau poses in three-cornered pants for the art work), reminds us of MGM's Leo, and of Leo, Jr. We saw Leo, Jr., crowned by Jimmy Stewart at fittingly festive ceremonies at the World's Fair one fair day back in July.

Herb Morgan, who makes people MGM-short conscious, had a swell set-up and the publicity parade was impressive. Leo, Jr., was presented by a Lion's Club. The royal crown, of gilt and red velvet, was in charge of Charley Cohen. Ed Kuykendall made a speech; introduced Stewart, Bert Lahr, Johnny Weissmuller and Frank Buck and tenderly handed over Little Leo to a trim, attractive hostess of the air transport that was to fly Leo to his home in California.

We've often wondered how many others besides ourselves have given a thought to Leo, Jr., since that time—so many were at the Fair (boys and girls of the trade as well as many of John Q. Public's personal representatives). Our inquiries some time later regarding Little Leo brought news that wasn't altogether a shock, but we felt like we imagine many felt when they found out that Baby Sandy wasn't a cute little boy, but a cute little girl. You see, it was discovered some time after Leo, Jr. got to California, that the Lions Club, Frank Buck, Herb Morgan, Leo, Jr's. keeper on the trip from way the hell and gone out west to New York's World Fair, all had been mistaken about Leo. Leo should have been named Leonia. Leo, Jr. turned out to be a girl.

Pavone With Universal

New Haven—John Pavone has been appointed Universal salesman, succeeding A. Titus. After about 17 years with Warner First-National in New Haven, Pavone resigned last week.

Fashion Note

So "Gone With the Wind"-minded was Manager Dave Murphy of the State Theatre, Altoona, Pa., that for the engagement of the picture he issued specific orders to his two projectionists, Charles Brunner and Harold Zerbie, to wear their Tuxedos on opening night.

Hit Pictures Boost Grosses Along New York's Main Stem

"Grapes of Wrath," "Fighting 69th" Join GWTW in Luring Record Crowds

Broadway these days is being dubbed "The Street of Hits" in view of the big-time films and the accompanying big-time grosses being encountered by theatres along the main stem. "Grapes of Wrath" (20th-Fox), which opened last week at the Rivoli with the biggest opening day grosses that house has had in 22 years, continues to pack them in and looks set for a long engagement.

On its two-a-day run at the Astor and unreserved-seat engagement at the Capitol, "Gone With the Wind" (MGM), now in its seventh week, is still filling seats at practically every performance. At Radio City Music Hall, "Shop Around the Corner" (MGM), while not breaking any records, did all right in its first week and is being held over for a second session.

Chalking up 71,210 admissions from Friday opening through Sunday night, the Strand with "The Fighting 69th" (WB) attracted the biggest week-end crowd since that house played "G-Men" in 1933, when the record for the same number of days was 69,350. Under the picture-band policy, this is a new high in grosses. The picture came into the Strand with the benefit of a tremendous advance advertising and publicity campaign.

"Judge Hardy and Son" (MGM) maintains its drawing power at the Criterion, where it is now in its third week. With a change of band, "Remember the Night" (Para.) is also in its third week at the Paramount. Matinees on "The Blue Bird" (20th-Fox), which is two-a-daying at the Hollywood, are being bolstered by juveniles. As a matter of fact, the absence of children from school during mid-winter regents examinations accounts considerably for the large grosses in most of the houses.

London Observations
by JOCK MacGREGOR

(While awaiting active duty at the front or other assignments, STR's London representative is doing his bit for his country as a traffic policeman. In the following newsletter, Mr. MacGregor takes time out from traffic duty to discuss certain phases of the British film industry, and cites an amusing incident in connection with his official capacity in the service of His Majesty's Government.)

LONDON—I had intended to write sooner, but little of importance has occurred in the film world. Although many plans are being sponsored, I am afraid that few of them will materialize. I cannot help feeling that many of the leaders in production in this country do not inspire confidence in the City. Their past flops speak for them. So many of the schemes were doomed to failure before they started, because the subjects were not what the people wanted. Furthermore, their personal vanities allowed them to make pictures on a scale which could not possibly assure financial successes. Not content with that, they went ahead and did not adhere to budgets.

"Pygmalion," the MGM efforts, some Korda pictures and, now, "The Stars Look Down," were all superb. But it's the Nortons, Hellmans and the Pascals who cause the trouble. In Hollywood, where the profits and losses can be evened out over a number of pictures, a few pounds (dollars in Hollywood) either way does not mean so much. In London, however, where the backers expect a return for every picture, it does matter.

Maxwell and Corfield are doing a good job because they are making what the public wants at a reasonable cost. The Ostrers have learned, and have, I understand, financed three subjects from their own pocket. These pictures are being turned out with popular players on a fairly modest budget and should do well.

For the past month I have been on night duty from 10 p.m. to 6 a.m., and on some cold nights I have thought of you giving Hollywood the "once over." By day I have been carrying on the reviewing job, seeing all the latest films. Business is so good in the West End that only one cinema is changing this week, and that one, the Plaza, had already retained "Husbands and Lovers" for an extra week. "The Women," "Marx Bros. at the Circus," "Mr. Smith Goes to Washington," "First Love," "Gulliver's Travels" and "The Real Glory" are just what the doctor ordered. Incidentally, the "leggy" musical comedies are coining money. Bright comedies and spy stories seem to be favorites of the public.

At 4 a.m. Christmas morning I was plodding my beat on the Embankment with fog twirling wistfully around me. Each time Big Ben struck I expected to see Ronald Colman as "Raffles" (David Niven is star of the latest re-make released by United Artists) appear with the jewels at a window. I have now had my first conviction! A young lady was fined 10/—for obstruction with her car. The penalty would have been more had I not "dried up" and forgot my lines. In the vernacular of the movie industry, the production was lousy and the sound poor!

I am writing this letter on "flimsy," for if I use headed paper the postage costs an extra half dollar and in these times...

All the best for 1940.

Important Dates

Feb. 4: NVA annual benefit, Alvin Theatre.
Feb. 9-11: National Poster Service Association convention, New York.
Feb. 15: Detroit Variety Club Feather Party, Book-Cadillac Hotel.
Feb. 17: Coast Warner Club dinner-dance, Biltmore Bowl.
Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
Feb. 29: Academy Awards banquet, Hollywood.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention, Chalfonte-Haddon-Hall Hotel, Atlantic City.

200 At Testimonial For Kellenberg

Pittsburgh—In celebration of his twenty years association with 20th Century-Fox, more than 200 exhibitors, film men, members of the local Variety Club and American Legion attended the testimonial dinner given in honor of C. C. Kellenberg, sales manager for the local 20th-Fox branch, at the William Penn Hotel here Monday evening.



OPPOSE QUIZ OF COL. EXECS

Gov't Objects to Co's Interrogations

Columbia has taken steps to oppose the Government's examination of Harry and Jack Cohn and Abe Montague in connection with the equity suit against it and the other major companies. At the same time, the Government filed a notice of a motion to strike out Columbia's 59 interrogatories.

In the case of Harry Cohn, Columbia objected to bringing him to New York when his presence was required in Hollywood and attorneys argued that it would set a bad precedent to bring him all the way across the country to be examined. In the case of Jack Cohn and Abe Montague, the company opposed their examination on the ground that the Government has failed to answer its interrogatories. To this, Special Assistant Attorney General Robert Wright answered that the Government has reached an agreement with all the other defendants on interrogatories but that Columbia alone had refused to cooperate.

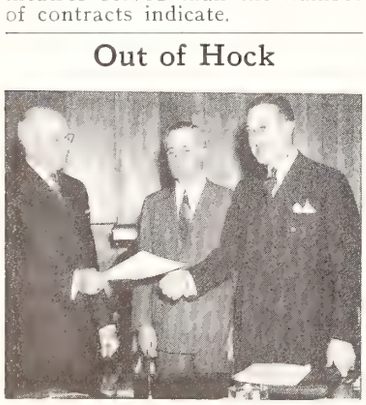
The Government made 12 objections to answering the interrogatories, including a number of legal and technical objections and allegations that they would require the Government to limit its evidence.

Par. Sales Hit New High

Paramount domestic sales contracts for the 1939-40 season have reached an all-time company high of 10,098, Neil Agnew, vice-president in charge of sales, announced today.

Agnew pointed out that many of these 10,098 contracts cover situations where the product is split between two or more houses under the same management so that actually there are many more theatres served than the number of contracts indicate.

Out of Hock



Andrew Christensen, vice-president of Irving Trust, is pictured handing over assets of Radio-Keith-Orpheum to Vice-president William J. Merrill, Richard C. Patterson, Chairman of Board of Directors, witnesses the event.

AN APPEAL FOR OUR OWN PEOPLE

The motion picture industry in New York has as many or more demands for aid and relief as anywhere else. Yet, at this writing, no fund exists to assist those who are in need of some temporary help.

From time to time we have called attention to this sad state of affairs but with no encouragement from those who ought to help create such a fund.

Hardly a week goes by without a procession seeking help, some worthy and, we admit, some unworthy. Nevertheless, we, like a lot of other guys in this industry, have been dipping our hands into our pockets until it is just too much for a few of us to stand.

As this is being written there are no less than six fund-raising campaigns going on within the industry. All of them are for worthy causes but not a single one will help alleviate distress due to financial reverses among people of our own industry.

With so many high-powered fund-raising chairmen all in the pink of condition when it comes to scaring up sums ranging from a few thousand to a hundred thousand, it seems to this observer that they ought to be combined into an all-industry campaign to get our own fund started for our own people.

Maybe one of the present chairmen or committee members will pick up this suggestion and start it moving forward towards the thing we need so badly. We feel certain that support will be enthusiastic as well as liberal.

Something has got to be done! The sooner we get started the better.

"Chick" Lewis

WB SALES MEET CALLED BY SEARS

Campaigns for New Pictures Outlined at Conclave

A two-day mid-season sales meeting of district managers, branch managers and field exploitation men was called to be held this week-end, Feb. 3-4, at the Blackstone Hotel in Chicago by Gradwell L. Sears, Warners' general sales manager.

Elaborate plans for the merchandising of Warner-First National features currently in release and scheduled for release during the balance of the company's 1939-40 season were to be discussed at the conclave. Home office executives left Friday to be present at the sessions.

Included among the pictures to be discussed were "The Fighting 69th," "Castle On The Hudson," "Dr. Ehrlich's Magic Bullet," "Three Cheers for the Irish," "Virginia City," "We Shall Meet Again," "Saturday's Children," "The Sea Hawk," "The House on the Hill," "Captain Horatio Hornblower," "The Constant Nymph" and several others.

Federation Luncheon Adds $85,000 to Drive

More than 500 film, stage and radio executives, and other prominent personages, attended a luncheon in the Hotel Astor and gave to the 1939 drive of the New York and Brooklyn Federations of Jewish Charities' Amusement Division, of which Major Albert Warner and David Bernstein are co-chairman, a total of $85,000.

Daughter Born to Jack Marpoles

San Francisco — A daughter, who has been named Jacklyn Alma, was born last Friday to Mr. and Mrs. Jack Marpole. The father is vice-president of Ten-O-Win Amusement Co.

1500 PRESENT AT "LINCOLN" SHOW

Exhibitors and Guests See Preview at Hollywood Theatre

Fifteen hundred persons this week attended an exhibitors' preview of RKO-Radio's "Abe Lincoln in Illinois" at the Hollywood Theatre on Broadway. The house was filled to capacity, and enthusiastic comments were heard among the exhibitors and guests in the lobby following the preview.

The preview was said to have had the heaviest attendance any such affair has had in some time.

Among those present were:

Bob Wolff, RKO Radio's New York branch manager; Max Gordon, co-producer of the film; Charles Bryant, general manager of the Walter Reade Circuit; Walter Reade, Jr., Sam and Harold Rinzler, Randforce Circuit; Arthur Mayer and George Hoffman of the Rialto Theatre; Charles Steiner, De Luxe Circuit; Laurence Bolognino and Al Suchman, Consolidated Circuit; Abe Leff, Bronx Theatres; Morris Jacks, Mr. and Mrs. Leo Justin, Walter Reade Circuit; J. Thompson and Harold Klein, Cocalis Circuit; Al Lewis and Fred Schwartz, Century Circuit; David Weinstock and Emanuel Hertzig, Raybond Theatres.

Also Oscar Larger, Charles Moses and Herman Pett, Moses Circuit; Mayors McMahon and Doerch of Montclair and Caldwell, New Jersey; Otto Rettig, Ormont Theatre Company; Mr. Smith, St. Cloud Circuit; A. Hochberg, Associated Theatre Owners of New Jersey; Mr. Dave Snaper Jr., Snaper Circuit; Maurice Spewak, Carteret Circuit; H. B. Stern, Stern Circuit, Bob Mapletoft; Moe Kridel and family, Kridel Circuit; Doc Emmott, Newbury Circuit.

To Request Re-hearing On Bingo Ban

Milwaukee—Mr. and Mrs. Edward F. Zrimsek, operators of the Bahn Frei Hall here, have announced through their attorney, Max Raskin, that a request for a re-hearing on the recent State Supreme Court decision ruling Bingo a lottery will be filed shortly with the court at Madison. Games are being continued by local halls pending the return of documents in the case by the Supreme Court.

WILL ENFORCE O. SALES TAX

Court Expected To Rule Against Exhibs

Indications from Ohio are that exhibitors will have to pay a sales tax on film rentals. The taxpayers' suits, filed over a year ago, will be heard about the middle of next month. Delays of all kinds have forestalled a decision but the courts are expected to declare against the exhibitors when the suit is finally heard.

Similar cases have been decided against the exhibitors in other states. The Louisiana Supreme Court recently ruled that the collection of a sales tax on film rentals is legal. The decision was made on a test suit brought by the Saenger Theatre of New Orleans.

A similar precedent was set in New York City a few years ago when it was ruled that theatres located in the city would have to pay the tax, though theatres outside the city served from New York City exchanges did not.

Advertising Accessories Begins Operations

The special advertising accessories of RKO and Paramount in 32 cities were taken over this week by Advertising Accessories, Inc., National Screen Service subsidiary. Universal comes in under the plan Feb. 15. Very few of the personnel of the involved companies have been affected, it is said, the majority of them having been absorbed by the new organization.

Weather No Hindrance To GWTW Line

Chattanooga, Tenn.—As tickets went on sale here for "Gone With the Wind," at the Tivoli, hundreds stood in line as long as five and a half hours in sub-zero weather. It was the longest line that has ever formed to buy advance tickets for any local engagements. Sandwiches and coffee were sold by hawkers, who did a thriving business.

Kingsberg Elected K-A-O Vice-Prexy

At a meeting of the Board of Directors of Keith-Albee-Orpheum Corp. and B. F. Keith Corp. recently, Malcolm Kingsberg was elected executive vice-president. He will continue to serve as vice-chairman of both corporations.

Two-Day Intermission

Charleston, S. C.—While showing "Champs-Elysées," the projectionist of the Dock Street Thetre here suddenly discovered he did not have the final reel. After a two-day intermission, the reel arrived from New York and the show went on.

YEE-OW!

Here They Are!

-IN THE BIGGEST MONEY-MAKER OF ALL SHOW TIME!



MAE WEST

YIPPEE

IN UNIVERSAL'S ROOTIN', HOLDOVER TOOTIN', SAGA-DAGA OF THE WEST!

"MY LITTLE CHICKADEE"

With Joseph Calleia · Dick Foran · Donald Meek · Fuzzy Knight
Margaret Hamilton · Ruth Donnelly

DIRECTED BY EDWARD CLINE

PRODUCED BY LESTER COWAN

YEE-OW! RIDE THAT SHOWMANSHI

W.C. FIELDS

YAHOO!









***OUT WEST**—where Mae has room for her "hip-notic" ways!*

***WAY OUT WEST**—where the mighty Bill Fields can dodge with the best!*

***WAY, WAY OUT WEST**—where the funniest twain in hic-history meets and shakes every tepee to its baggy foundation.*

ADDLE WITH UNIVERSAL, PARDNER!

IT'S A TRAIL OF GOLDEN DATES



Starting FEBRUARY 9th

NATIONAL RELEASE

So Hop on Your Pinto, and Reserve a Print-o... at Your Universal Exchange NOW!

Selling the Picture

"Babes In Arms" Gets Big Indianapolis Campaign

Ward Farrar, manager of the Loew's Theatre in Indianapolis, had the whole town talking when he played "Babes In Arms." A full page cooperative ad was secured, congratulating Loew's on their greatest movie season. The national ad was featured in the center of the spread with the merchants' ads ranged on either side. Special art and stories were planted in the papers far above the regular theatre quota. *Indianapolis News* broke a five-column art and story layout in advance of the showing. The *Indianapolis Times* and other papers also carried art and stories on Judy and Mickey's personal appearance in the East.

Daily plugs, transcriptions, plugs on the Man of the Street broadcast, a musical salute in honor of the picture's opening and a series of broadcasts of the Mickey Rooney-Judy Garland Fan Club via a children's program made the listening-in public, regardless of their age, conscious that something out of the ordinary was happening in their town.

A bantam car was promoted and toured the town with cutout figures of the stars. A huge Greyhound liner bus was bannered and sent out with a regular itinerary to follow. Star photos were given out from the bus.

Co-op ads, window displays, counter displays, postcards sent out to Hardy Club members, the front and lobby of the theatre bannered four weeks in advance all helped in their job of selling the picture. Harold Marshall, MGM exploiteer, assisted Farrar in mapping out this campaign.

Washington, D. C., Newspaper Hold Lincoln Resemblance Contest

Prizes were offered by the *Daily News,* Washington, D. C., for the man in and around the District of Columbia who most resembles Abraham Lincoln. The Lincoln Double Contest revolved around the world premiere of "Abe Lincoln in Illinois" at RKO Keith's Theatre.

The first prize was $25 and two reserved seats to the premiere. The next three closest resemblances won two tickets apiece to each of the lucky doubles for the regular run of the picture.

Judges of the contest were Raymond Massey, star of the film; Robert E. Sherwood, its author, and Don Craig, managing editor of the Washington *Daily News.*

Hardie Meakin, manager of Keith's, devised the stunt.

"Maisie" Has Benefit of 8-Point Campaign for Plaza Engagement

An 8-point campaign was put on recently by Manager Harland Rankin at the Plaza Theatre, Tilbury, Ontario.

Kisses from Maisie were distributed; Maisie warnings were put out; letters were sent to business men making dates with Maisie; special telephone calls from Maisie were made to all residents; Maisie dresses were displayed; Maisie reducing diets, Maisie Sundaes and Sandwiches were featured by drug stores and restaurants; fake letters from Maisie were put in clothes returned from the dry cleaners, and 5,000 tickets tieing up with the Goodyear Tire and Battery Distributors were issued.

We almost forgot to say the campaign was promoting "Maisie."

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
Fighting 69th	Jan. 27
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
I Take This Woman	This Issue
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Ninotchka	Nov. 4
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
U-Boat 29	Oct. 7

Eight States Adopt Walt Disney Story Books for Use in Schools

Eight states in the United States have officially announced text books for this year built around Walt Disney subjects as part of their regular Department of Education requirements. The newest book for school children which is expected to be included on the list is "Pinocchio," an adaptation by Dorothy Baruch from Walt Disney's production of the same name, soon to be released by RKO Radio Pictures.

The school books, now in use in class rooms in all parts of the United States and Canada include stories of Mickey Mouse, Donald Duck, the Three Little Pigs, Goofy and other beloved Disney characters. They are illustrated in color.

They Gave Away a Man Down In New Orleans

Honey chile, you'd nevah believe it, but they gave away a man down in N' Awlins (that's New Orleans to you Yankees). Gar Moore did the giving away and Gar is the publicist of the Orpheum Theatre way down yondah and the Orpheum was playing Columbia's "The Amazing Mr. Williams." But we're getting a little ahead of our story.

The stunt was suggested in the Columbia press book and also in STR's Showmanalysis on the picture. Gar told the newspapermen that he would positively give away a man on the opening night of "The Amazing Mr. Williams." It was quite a coincidence, he told them, that the man's name was "The Amazing Mr. Williams." There were no strings attached to the offer. Any girl was eligible, if she was unmarried (they didn't want any husbands with shotguns coming around).

The man was all wrapped up in cellophane and masked. He awaited the lucky claimant in the theatre on the opening night. The girls were allowed to register right up to a few minutes before the drawing. All they had to do was give their name and phone number. When the winning phone number was called from the stage, the lucky belle stepped up and claimed her man.

"The Amazing Mr. Williams" then took her to dinner and to the town's best night clubs (and there are plenty of 'em) all the entertainment being promoted in exchange for the valuable publicity. As a matter of interest the *New Orleans Tribune* said, "Press agent stunt or no, it's still something new under the sun."

Certificate Gag on "Gulliver"

A certificate from the "Kingdom of Lilliput" commissioning the recipient "an officer in the army of the Kingdom of Lilliput with the rank of (colonel, sergeant, etc.)" was used as a gag herald for the showing of "Gulliver's Travels" at the New Family Theatre, Batavia, N. Y.



Rodis' Ad Campaign on "Gulliver's Travels"

Started almost a week in advance, the advertising campaign used by Manager Ted Rodis of the Paramount Theatre, Newark, N. J., brought out the crowds in droves to see Paramount's Technicolor cartoon feature, "Gulliver's Travels." Shown above are three outstanding layouts. Note the skillful work done on the ad at the right—especially the unique border.

The Box Office Slant

Pinocchio

(Technicolor)

(Hollywood Preview)

RKO Feature Cartoon 85 mins.

(Prod. No. 91, Nat'l Release, Feb. 23)

Credits: Produced by Walt Disney. From the story by Collodi. Supervising Directors, Ben Sharpsteen, Hamilton Luske, Sequence Directors, Bill Roberts, Jack Kinney, Norman Ferguson, Wilfred Jackson, T. Hee. Animation Direction, Fred Moore, Milton Kahl, Ward Kimball, Eric Larson, Franklin Thomas, Vladimir Tytla, Arthur Babbitt, Woolie Reitherman. Story Adaptation, Ted Sears, Webb Smith, Joseph Sabo, Otto Englander, William Cottrell, Erdman Penner, Aurelius Battaglia. Character Designs, Joe Grant, Albert Hurter, Campbell Grant, John P. Miller, Martin Provensen, John Walbridge. Music and Lyrics, Leigh Harline, Ned Washington, Paul J. Smith, Art Direction, Charles Philippi, Hugh Hennesy, Dick Kelsey, Terrell Stapp, John Hubley, Kenneth Anderson, Kendall O'Connor, Thor Putnam, McLaren Stewart, Al Zinnen.

Plot: Geppeto, the woodcarver, lives alone with his pets, Figaro, the kitten, and Cleo, the goldfish. He puts all his longing for a son into the creation of Pinocchio, and because he has given so much happiness to others, the Blue Fairy endows Pinocchio with life. To help him, she appoints Jiminy Cricket as his conscience. Pinocchio gets into one scrape after another in spite of Jiminy Cricket, and winds up on Pleasure Island where "don't" is unknown and bad little boys can give vent to all their destructive talents. Jiminy arrives in time to save him, but on reaching home they discover that Geppeto and his pets were swallowed by Monstro, the vicious whale. Pinocchio and Jiminy go to the rescue and through Pinocchio's ingenuity, they soon manage to escape.

Comment: Surpassing all of his previous efforts, Walt Disney's latest full length cartoon can truthfully be called a new milestone in film entertainment. Here's a picture that will please both the adults and the children and is a "natural" to equal the boxoffice success of "Snow White," as exeryone who saw that picture will certainly want to see this one. Technically, it is head and shoulders above its predecessor, and the new Disney characters, particularly Jiminy Cricket, Cleo and Figaro, are delightful and will provide a new source of joy for the millions who will see them. The Technicolor photography is the finest ever brought to the screen, at times so astonishing and gorgeous that it can be listed as perfection. The new multiplane camera technique is responsible for a far greater dimensional illusion in this film, an improvement that any audience will appreciate. There are five songs in the picture, in addition to the delightful musical background. Of the five, "Give A Little Whistle" and "When You Wish Upon A Star," are the most memorable. Put plenty of color in your lobby and out front, and arrange with your local merchants for window display and co-operative newspaper advertising on the many merchandise tieups. The picture is based on the internationally known story of the same name, so contact book stores, public and lending libraries and supply them with book marks. **(FAMILY)**

Catchline: "A new milestone in movie entertainment."

AUDIENCE SLANT: WILL PROVIDE A NEW SOURCE OF JOY FOR ANYONE SEEING IT.

BOX OFFICE SLANT: A "NATURAL" TO EQUAL THE SUCCESS OF "SNOW WHITE."

Legion of Decency Ratings:

(For Week Ending February 3)

SUITABLE FOR GENERAL PATRONAGE

British Intelligence
Marines Fly High — Northwest Passage
Swiss Family Robinson — Village Barn Dance

SUITABLE FOR ADULTS ONLY

Buried Alive — Wolf of New York
The Lone Wolf Strikes

OBJECTIONABLE IN PARTS

Torture Ship

Sidewalks of London

Para. Drama 86 mins.

(Prod. No. 3922, Nat'l Release, Feb. 16)

Cast: Charles Laughton, Vivien Leigh, Rex Harrison, Larry Adler, Tyrone Guthrie, Gus McNaughton, Edward Lexy and others. Credits: Directed by Tim Whelan. Produced by Erich Pommer. Screenplay by Clemence Dane. Photography by Jules Kruger. Settings by Tom Morahan. Music, Arthur Johnston. Film Editors, Hugh Stewart and Robert Hamer.

Plot: Laughton is a "busker", a street entertainer in London. Vivien Leigh steals a sixpence from him and he finds her at a bar entertaining Harrison, a wealthy songwriter. She steals Harrison's cigarette case but Laughton instead of punishing her, takes her to his home and she becomes a "busker." Later she meets Harrison again and he takes her under his wing. She becomes a stage star. Laughton takes to drink and when she next meets him, he is posing as a blind man. Touched, she tries to make an actor out of him but everyone laughs at him but her. He realizes that he is only a "busker" and goes back to the streets and "busking."

Comment: STR reviewed this picture under its original title and in its original version on July 9, 1938 and now presents another review because in the meantime, Vivien Leigh has leaped to fame as Scarlett O'Hara in "Gone With the Wind." It is now a great box office picture for added to the natural box office and selling angles it already possessed is the tremendous sales value in back of the name of Vivien Leigh. She is just as beautiful in this picture in black and white as she is in "Gone With the Wind." The men will just fall for her. Perhaps she shows up better in this picture only because of the fact that it is a modern story. In any event, every exhibitor should give this picture top playing time. Paramount got a wonderful break in having a picture already in the cans which it was able to hold. The company is now passing its good fortune around to the exhibitors of the entire world. To cash in on Vivien Leigh's popularity should be no problem. Bill her as Vivien (Scarlett) Leigh, plaster huge blowups of her all over the front and lobby. Take time on the radio and use plenty of newspaper advertising to get the idea over to the public that this is Vivien's first picture since "Gone With the Wind." **(FAMILY)**

Catchline: "Vivien (Scarlett) Leigh swings it while Charles Laughton sings it."

AUDIENCE SLANT: IT IS AN ENJOYABLE PICTURE IN ANY CASE BUT THE AUDIENCE IS GOING TO CHIEFLY ENJOY SEEING VIVIEN LEIGH AGAIN.

BOX OFFICE SLANT: BECAUSE OF VIVIEN LEIGH'S TERRIFIC BUILD UP THE PICTURE SHOULD DO A SMASH BUSINESS.

Village Barn Dance

Republic Musical-Comedy 74 mins.

(Prod. No. 919—Nat'l Release, Jan. 30)

Cast: Richard Cromwell, Doris Day, George Barbier, Esther Dale, Robert Baldwin, Andrew Tombes, Lulubelle and Scotty, Barbara Jo Allen (Vera Vague), Don Wilson, The Kidoddlers, Texas Wanderers, Helen Troy, Frank Cook. Credits: Original screenplay by Dorrell & Stuart McGowan. Photographed by Ernest Miller. Film Editor, Edward Mann. Musical Director, Cy Feuer. Directed by Frank McDonald. Associate Producer, Armand Schaefer.

Plot: Cromwell drifts into Lyndale, a small town, and gets a job as radio technician with a local group putting on a radio program known as the "Village Barn Dance." When Tombes, milk products manufacturer, offers to bring his plant to Lyndale provided the power and water works are adequate enough to take care of the extra load, Esther Dale, town spinster, induces the merchants to raise the funds by mortgaging their establishments. But Tombes reneges on his offer, and declares he will move to Lyndale only if it is satisfactory to Baldwin, his son. It will be satisfactory to Baldwin, of course, if he can marry Doris Day, with whom Cromwell is in love. Doris plans to marry Baldwin, but the Barn Dance gang saves the day.

Comment: In this film are the ingredients to provide an entertaining session for patrons in average-sized towns. No great shakes for metropolitan audiences, it will lure the folk from all over the countryside to county seat cinemas. And it's good enough to hold them once they're in, too, with just the right proportions of homespun humor, romance and rural rhythm. Names like Don Wilson (Jack Benny program), Barbara Jo Allen (known to radio listeners as Vera Vague), Lulubelle and Scotty, The Kidoodlers, Texas Wanderers, who appeared in person in many communities throughout the country, are well known to the public, and should be instrumental in luring large crowds to the box office. As an exploitation stunt, you could stage a charity barn dance in one of the largest barns in your district, with the picture's playdate prominently plugged. The front of your theatre might be arranged to resemble a village barn. Because many of the stars featured appear on commercial programs, you should arrange for spot announcements after their respective broadcasts. **(FAMILY)**

Catchline: 'A hay-ride to hilarity . . .on the road to romance and rhythm."

AUDIENCE SLANT: GREAT STUFF FOR THEATREGOERS IN AVERAGE-SIZED TOWNS.

BOX OFFICE SLANT: WITH A CAST OF RADIO FAVORITES, IT SHOULD LURE PATRONS FROM ALL OVER THE COUNTRYSIDE, PROVIDED YOU LET THEM KNOW ABOUT IT.

I Take This Woman

MGM Drama 97 mins.

(Prod. No. 26—Nat'l Release, Feb. 2)

Cast: Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor, Laraine Day, Mona Barrie, Jack Carson, Paul Cavanagh, Louis Calhern, Frances Drake,, Marjorie Main, others. Credits: Screenplay by James Kevin McGuinness. Original story by Charles MacArthur. Photography by Harold Rosson. Film editor, George Boemler. Director, W. S. Van Dyke II.

Plot: Georgi Gragore (Hedy Lamarr) jilted by her wealthy fiance, attempts suicide, but as she is about to throw herself from the deck of the ocean liner, Dr. Decker

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See page 31

(Spencer Tracy) grasps her and has her put in charge of a nurse. Later, Georgi follows Decker's advice to obtain some useful work, and she becomes a nurse in the clinic in the slums where Decker works. They marry, but Georgi's old love stands between them. Decker, in order to give the glamorous Georgi the surroundings in which she formerly had lived, accepts a position in a private hospital, where ethics are not so important as high fees. He had advised Georgi to see her former sweetheart, and this she decided to do, being determined either to leave the husband she respects so highly or make her marriage to him one of true love. She finds her former lover no longer the romantic figure she had felt so much in love with, and urges Decker to take a vacation and make it a honeymoon for them. But a gossiping woman informs him of Georgi's visit to the other man, implies it was a tryst, and Decker refuses to believe Georgi's protestations that she now loves only him. He is about to go away alone and devote himself to research, when Georgi assembles people who were his friends at the clinic, who plead with him to remain. He and Georgi are thus reunited.

Comment: Spencer Tracy gives one of his substantial and interesting performances and makes the heroic part more convincing than the author has written it. Hedy Lamarr, of course, is a vision of loveliness. No great demands are made by her part for emotional acting, but she will hold the interest of patrons everywhere for the woman who is enslaved by a consuming love which stands between her and the husband she respects and admires so greatly. The pattern of the plot is along lines now familiar and therefore there are no outstanding dramatic moments. But Tracy's performance gives the picture a quality of interest which will make the film generally satisfying on that score. It is the type of story which finds its greatest appeal to women, and with both men and women sensible of the Lamarr charm and beauty, the picture therefore rates as a special attraction. For exploitation see Showmanalysis on page 21 of this issue.

(ADULT)

Catchline: "The screen's most glamorous woman in a story of consuming love."

AUDIENCE SLANT: THE LAMARR PERSONAL CHARM AND TRACY'S ACTING ARE THE PRIME ELEMENTS OF APPEAL.

BOX OFFICE SLANT: STAR POWER MAKES IT AN ATTRACTION THAT WILL RUN UP GROSSES IN EVERY SITUATION.

Swiss Family Robinson

RKO-Radio **Drama** **93 mins.**

(Prod. No. 19—Nat'l Release, Feb. 16)

Cast: Thomas Mitchell, Edna Best, Freddie Bartholomew, Terry Kilburn, Tim Holt, Baby Bobby Quillan. **Credits:** Screenplay by Walter Ferris, Gene Town and Graham Baker. From novel by Johann David Wyss. Special effects by Vernon Walker. Art director, Van Nest Polglase, associate, Perry Ferguson. Film Editor, George Crone. Produced by Gene Towne and Graham Baker. Directed by Edward Ludwig.

Plot: Thomas Mitchell, a Swiss watchmaker, prospers in London, but the vapid social ambitions of his wife and his three growing sons, decides him to desert the pleasure-mad city for life in Australia. His wife and sons oppose him, but he takes them and all his possessions aboard a brig bound for Australia. The brig founders on a reef, its officers and crew washed overboard. The father, wife, three older boys and the baby succeed in reaching a desert island, where Robinson finds pleasure in the challenge to his own resources and the development of his foppish sons in the effort to make a life there. The wife continues to blame him but eventually both she and the sons, who face many trials, come to respect Robinson and conform to their strange life. When a ship does discover them, Robinson is willing for his family to return to civilization, but the wife decides to remain with him, the two older boys being sent forth to make their own life in a world the father now believes they are equipped to build for themselves and their eventual families.

Comment: A spectacular screen version of a story that has endured as a juvenile classic, this ambitious production is well off the beaten track and its novelty is one of its greatest assets. Gene Towne and Graham Baker, making their bows as producers, have not stinted in their praiseworthy endeavor to employ the resources of the camera in producing illusion, and the setting for the action on the desert isle, with its huge trees, tropical foliage, its inlet to a turbulent sea, is certain to become a much talked-of feature of the film. The story is familiar to many of the adult as well as the juvenile population. Its presentation here is in general accord with the book upon which it is based, and therefore there is to be found no love interest. Thomas Mitchell gives an excellent performance as Robinson; Edna Best is attractive as the wife; Freddie Bartholomew is successful in making the foppish son precisely what would drive any father to seek a new life in a distant land; Tim Holt and Terry Kilburn also shine. It is difficult to classify the picture and its success at the box office is tied up with its novelty and the spectacular quality of the staging. It must be sold as wholesome entertainment for the whole family; as a stunning screen revelation of one of the books which have fascinated readers. Here is opportunity to make the most of school cooperation and well as that of libraries and the book sellers. Atmospheric displays on marquee and in lobby are a "must." With the right selling along this atmospheric and novelty line, "Swiss Family Robinson" will prove a big attraction. **(FAMILY)**

Catchline: "Thrills and excitement abound in this massive production of the most amazing adventure ever written."

AUDIENCE SLANT: THE NOVELTY OF THE ADVENTURE AND THE STUNNING SCOPE OF THE SCENES AT SEA AND ON A TROPICAL ISLE WILL HOLD THE INTEREST OF ALL CLASSES OF PATRONS.

BOX OFFICE SLANT: HEAVY EXPLOITATION IS REQUIRED. THE PICTURE WILL STAND UP UNDER SPECTACULAR STYLE OF SELLING ON TITLE AND PRODUCTION VALUES.



"Four Wives" Stage Wedding

As a plug for Warners' "Four Wives," Lester Fountain of the State Theatre, Long Beach, Calif., arranged the wedding of a local sailor and his bride on the theatre's stage, with presents including the bride's dress, ring, flowers, etc., contributed by local merchants. Shown (l. to r.): Charles McIntyre, Hazel Ross, Lowell Green, Ella Westra, Ralph Johnson, Mrs. Richard H. Dear, the bride, Mr. Dear, Marion Ellis, James Yakes.

Calling Philo Vance

W.B. **Mystery** **62 mins.**

(Prod. No. 420—Nat'l Release, Feb. 3)

Cast: James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Ralph Forbes, Donald Douglas, Martin Kosleck, Sheila Bromley, James Conlon, Edward Raquello, Creighton Hale, others. **Credits:** Screenplay by Tom Reed. From "The Kennel Murder Case" by S. S. Van Dine. Director of Photography, L. William O'Connell, ASC. Art Director, Ted Smith. Film Editor, Benjamin Liss. Directed by William Clemens. Associate Producer, Bryan Foy.

Plot: Stephenson, Federal agent, returns from Europe failing to bring evidence necessary to prove an airplane manufacturer involved in a traitorous sale of important plans. When the magnate is murdered in Washington, Stephenson sets about to solve the case to vindicate himself. Margot Stevenson, the magnate's daughter, and others around the household are suspects. But, despite the hindrances of Brophy, police sergeant, Stephenson gathers the evidence that points to the guilty person.

Comment: There was a time when an S. S. Van Dine mystery was something to anticipate. Somehow, the novelty has worn off slightly, and "Calling Philo Vance" becomes little more than a satisfactory programmer. Because the one who looks the most innocent is generally the murderer, and because there are so many suspects involved, one has little choice but to eliminate them and peg the guilty party before Vance does. Through flashbacks, the suave detective explains the way in which the victims were "erased." James Stephenson is good as the famous fictional sleuth, but seems to lack the spark to make his performance comparable to that of his predecessors. Edward Brophy, as the bungling Sergeant Ryan, and James Conlon, as the grumbling coroner, provide comedy relief. Get hotel bellhops to go through their lobbies periodically shouting the title. Place a display of the suspects in the lobby. Tie up with newsstand dealers on detective magazines. **(FAMILY)**

Catchline: "It's the perfect crime 'til they call the perfect sleuth."

AUDIENCE SLANT: SATISFACTORY PROGRAM OFFERING FOR MYSTERY FANS.

BOX OFFICE SLANT: IT SHOULD DO ALL RIGHT ON A WEEKEND ACCOMPANIED OR NOT BY AN OUTDOOR ACTION THRILLER AS YOUR SITUATION MAY DEMAND.

Little Old New York

20th-Fox **Drama** **100 mins.**

(Prod. No. 31—Nat'l Release, Feb. 9)

Cast: Alice Faye, Fred MacMurray, Richard Greene, Brenda Joyce, Andy Devine, Henry Stephenson, Fritz Feld, Ward Bond and others. **Credits:** Screenplay by Harry Turgend. Story by John Balderston. Based upon a play by Rida Johnson Young. Art direction by Richard Day and Rudolph Sternad. Marine art direction by James Havens. Special effects by Fred Sersen. Photography by Leon Shamroy. Associate producer, Raymond Griffith. Darryl F. Zanuck in charge of production. Directed by Henry King.

Plot: Robert Fulton (Richard Greene) returns to America with a model of a steamship he proposes to build for river traffic and takes lodgings at the waterfront inn run by Pat O'Day (Alice Faye). Alice and her sweetheart, Charles Brownne (Fred MacMurray come to believe in Fulton's plan and when funds to finance the building of the boat are not forthcoming from Fulton's wealthy friend, Robert Livingston, they do their best to help. An embargo on goods from England is another blow to their plans, because funds are running short since a rival shipbuilder incites a mob of sailors to set fire to the first hull built by MacMurray. They decide to get the engine which is aboard a British merchantman and run it

(Continued on page 28)

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See page 31

The Advertising Clinic

By "OLD DOC" LAYOUT

Doc Receives Some More Texas Layouts and Tries to Keep Santa Out of His Mind

ON DOC'S desk again is a collection of ads from down Texas way, collected and dispatched to us by that collector of ads —Dorman Winfrey. As we told you in other Clinics, Dorman is intensely interested in motion picture advertising, and spends most of his spare time filling a scrap book with layouts culled from the Texas and other southern newspapers. He's sent us a raft of ads, and it has taken us quite a while to look through them.

One thing we find generally true is that almost all of the opening-day announcements fill up plenty of space, which is a good indication that advertising pays down Texas way. We note, too, an excellent variety of layouts of all shapes and sizes—something that greatly relieves the monotony of looking at just one ad after another, each just like the one which preceded it.

In the ad from the Metropolitan Theatre, Houston, at least four column-inches are devoted to one of the "Information Please" short reels, with attractive art work heightening the appeal. In another of the Metropolitan layouts, almost as much space is devoted to the short subjects, "Information Please" and "The March of Time," as to the feature itself. A Technicolor subject, "The Cavalcade of Texas," apparently filmed in the Lone Star State for theatregoers of that State, was given a strong play in the Majestic's ads. Winfrey informs us this short had its world premiere in Dallas, and that a whole section about it appeared in the *Dispatch-Journal.*

Illustration in Small Layouts

Even in some of the tiniest layouts (one column by two inches) many of the theatres manage to combine illustration with copy and at the same time plug a short subject. Winfrey called to our attention the layout of the Village Theatre, a Dallas neighborhood house, for "On Your Toes." And not until we took a gander at it did we realize that the boys must have taken a second look. Of course, old Doc only looked once—twice would have been fatal.

But we must turn away from the Village ad and look at some of the others. That "third week" ad on "The Women," using a big "3" with the players' faces appearing in it, must have helped to keep the customers coming to the Dallas Tower during the film's engagement. We like the Metropolitan ads on "The Private Lives of Elizabeth and Essex" and also that used by the Palace, Dallas, in which the lead-off line was "The secret romance of the virgin queen—three stars give you a great screen thrill."

There are far too many ads in the collection for us to go into detail about each one. Suffice it to say that when better ads are made up, Texas theatres will have something to do with it. Thanks a lot, Winfrey, for sending them to us.
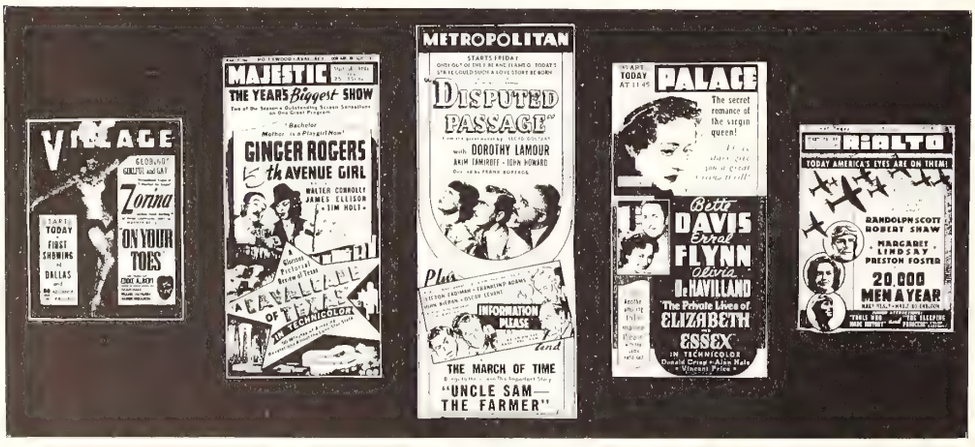
Reverse Plate Attracts Attention

An exhibitor has told us that his ads attract attention because he has reverse plates made for each one—that is, white lettering on black. It's well worth the extra cost, he points out, because the layouts stand head and shoulders above those of other theatres. His opposition, of course, goes in for white space, so he is right in making his layouts contrast with theirs. So, before you make such a change, be sure that yours is the only theatre using this style of layout. Always keep your ads contrasting with those of the opposition. If you don't, they'll look so much alike the reader will have difficulty in differentiating between yours and the other fellow's.

It is wise to know the method of pagé makeup by the newspaper. In some, large ads may appear at the top of the page, if you desire them that way, with several smaller layouts filling the space below. Others make it a rule to "pyramid" the ads, thus burying the larger layouts with smaller ones. Of course, if you run an elongated two, three, or four-column ad, there isn't much chance of it being buried. On the other hand, if you go in for a shallow three- or four-column ad, it will have to be mighty attractive to draw the eye away from all the other amusement ads that are burying it. By this time you should know how your ads will appear to advantage, and follow that rule in making each layout.

Have you ever made up an ad, and then after it was all ready to go to the newspaper, found that the theatre signature plate was missing? Well, Doc has. And once he let the ad run without a sig plate, although not intentionally. The only way the public could tell what theatre was represented was to use their powers of deduction. The slip-up occasioned much comment and many telephone calls. We don't advocate making mistakes, but once in a while you can determine the drawing power of your newspaper advertising by intentionally making a mistake. If you hear nothing from it —well, aren't they reading the paper these days? If they are, are they skipping over your ads?

Here's something that Old Doc used to do back in the old days that you can do now if you wish. Some time when you have a two-column ad, think how much better it might look if centered in three columns and surrounded by white space. This is especially advisable if, in two columns, it would look too crowded. Of course, three column layouts might look better centered in four, and so on.



There Are Four Others Besides the Village Layout

Take a look at these Texas ad layouts, but don't hold the magnifying glass too long over that one on Warners' "On Your Toes" from the Village, Dallas neighborhood house. Note how short subjects are plugged in the Metropolitan (Houston) layout. Aside from the Village and Metropolitan ads, the others are (left to right) from the Majestic, Dallas; Palace, Dallas, and the Rialto, also Dallas. Looks like Dallas is well represented.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

All Should Work Together

A manager should learn to cultivate the full cooperation of every member of his house staff, from the scrub woman or janitor up to the highest salaried projectionist.

Make an effort to have your service staff familiarize themselves as to when future attractions will be played. Have a suggestion box for any idea or comment that they, in their opinion, see fit to suggest for the betterment of theatre operation. You'll find that occasionally an employe's idea is better than your own, and it keeps them interested in the business if they hit upon just one little detail that is accepted by you.

A meeting of all employes, if possible, should be held twice a month at which the topic of conversation should be "Show Business." It is a great asset to any manager to know that his employes are loyal and faithful in their daily duties. Don't keep them scared to death of you. Be strong for discipline, but at the same time let them know they can offer suggestions to you at any time.

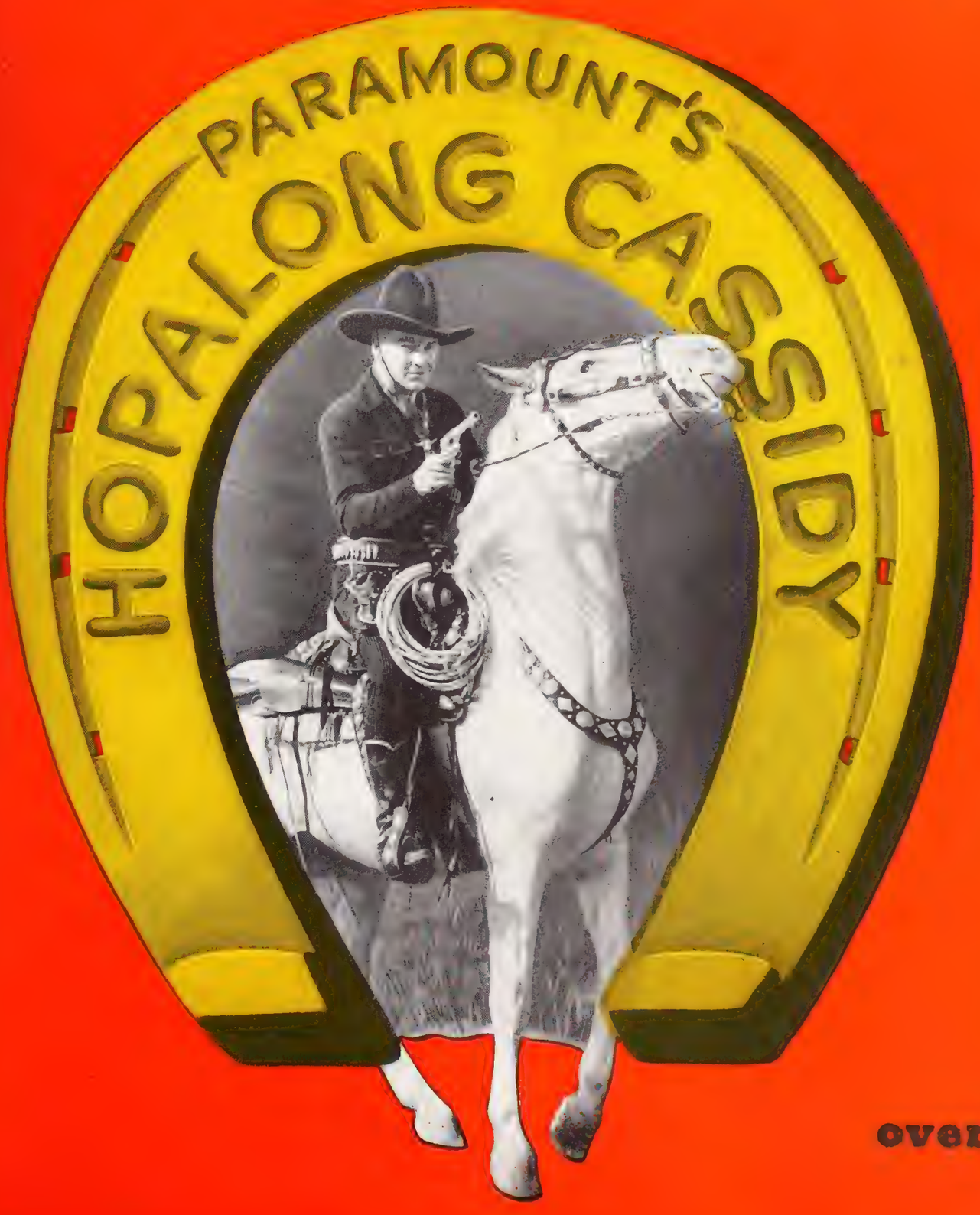
An operator who is not working with you can do more damage in five minutes than you can overcome in a long time. The sum and substance of this whole topic is "All work together . . . because . . . a chain is only as strong as its weakest link."

Keep up your self-control. It, in turn, will be radiated to those under your supervision. In this economic period . . . don't let your will power die out, no matter how tough your particular problem happens to be.

The last line of Goethe's famous poem should be remembered always: "Courage lost — everything lost — better thou wert never born."

THE HORSESHOE

that brings LUCK to theatres everywhere!



over →

Listen to this HORSE SENSE from the Hollywood Reporter . . .





"HOPPY" HAS THE HORSE POWER EXHIBITORS NEED!

2871 Exhibitors were asked this question: "Which series of all the westerns that you play do you consider the best?" 2256 answered "HOPALONG CASSIDY"

SOME RECORD!

RADEVIEWS by W.R. WILKERSON

• OF the various bread-and-butter pictures that are being made, the series of "Hopalong Cassidys" that Harry Sherman has been producing for Paramount probably earn as much for the company, for the theatres and the industry as any other series produced on a like budget.

The popularity of the "Hopalongs" has reached the stage, because of their entertainment, that they are now getting playdates in the larger and more important theatres, and this gradual move into the better houses means a gradual move into better money, which will be velvet, for, with the manner in which Sherman produces and budgets his shows, the care and attention and sound showmanship that make up his entertainment, he will not have to exceed those costs with the acquisition of the more important exhibitions.

Sherman has been doing this series since 1935. He makes six a year at an average cost of $80,000 each. The series is now doing a domestic gross of $250,000 each and, because of the new interest on the part of the better houses, the collections should jump.

The job done on this series does not end with Sherman producing the pictures and then turning them over to the Paramount exchanges. Harry is one producer in this town who "contacts" his customers. He knows every theatre running the series, is always in correspondence with many of them, and immediately Paramount puts on a new "Hopalong" account, Sherman writes that exhib, thanks him, tells him about the series (from a producer point), encourages his suggestions and, in short, establishes a contact that's a cinch to get the theatre owner working for the pictures.

As mentioned here some time ago, some of the bread-and-butter pictures have been the backbone of production during the days when so many expensive efforts were flopping on all sides. The industry will never thrive on the cheap-budgeted product, as it must have its big, fine, expensively made shows to highlight the boxoffice, but series like Harry Sherman's "Hopalong Cassidys" are a credit to the business and the success that Paramount, Sherman and the exhibitors are having with them is most deserved.

"Yes sir, Cassidy can always be depended upon to bring in enough money to help pay last week's film rentals."
—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

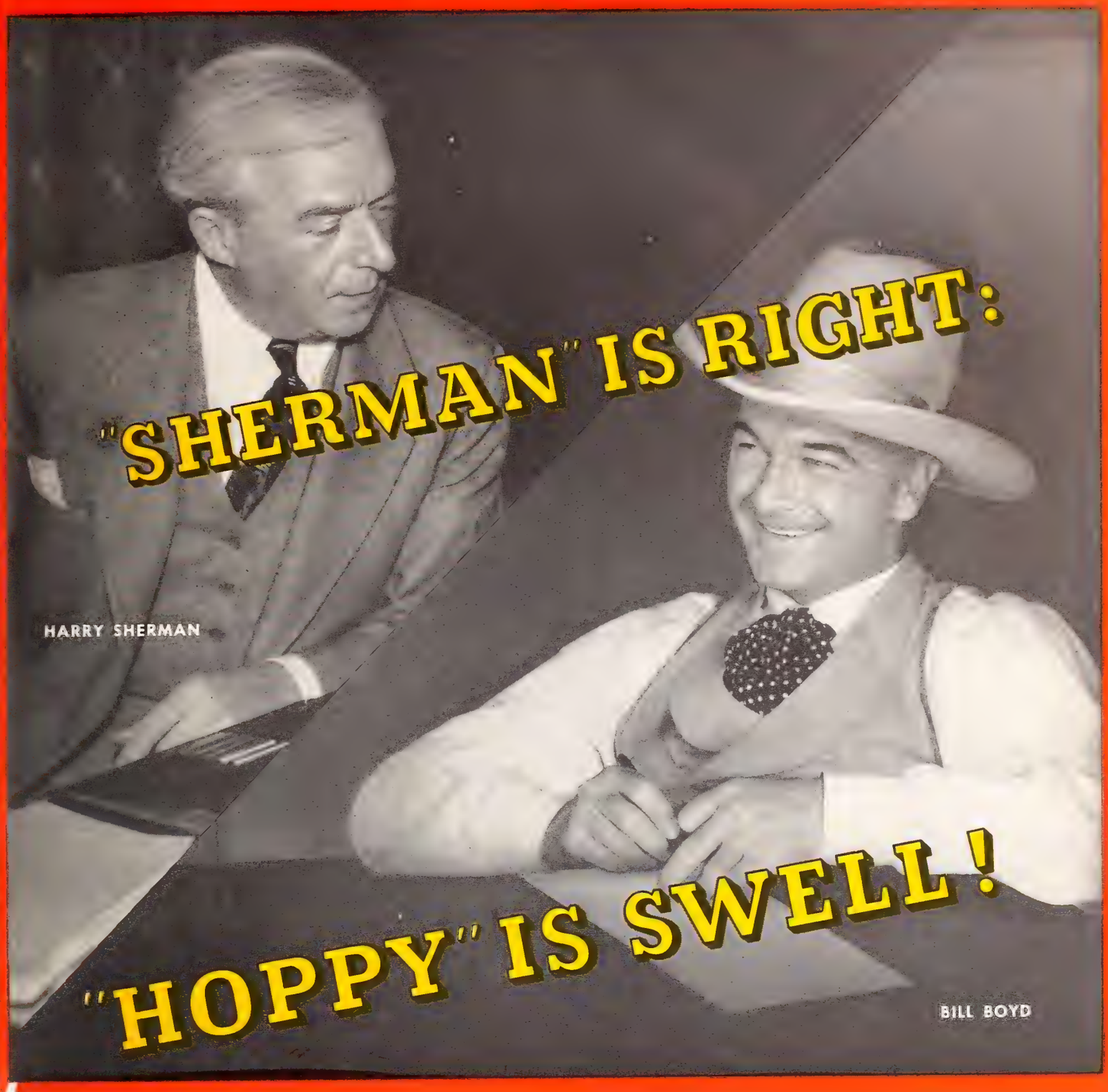
"'Cassidy' series are best westerns ever made."
—W. C. Lewellen, Uptown Theatre, Pueblo, Colo.

"'Hopalong Cassidy' westerns satisfy. Need more be said?" *—R. A. Moore, State Theatre, Clarence, Iowa.*

"These series are hard to beat." *—Harland Rankin, Plaza Theatre, Tilbury, Ontario.*

"No small town would be without Hopalong."
—Mrs. W. A. Wight, Rex Theatre, Konowa, Okla.

Paramount Pictures



• Producer Harry Sherman has signed a two-year deal with Paramount to continue his famous western character "Hopalong Cassidy," whose record is 30 "Hopalongs" and every one a hit.

No wonder the boys are joining in a HORSE OPERA!





Look at these "HOPPY" horseshoes for '40

NOW IN RELEASE

"RANGE WAR" • "LAW OF THE PAMPAS"

TO BE RELEASED

"SANTA FE MARSHAL"
January 19

"THE SHOWDOWN"
May 10

"HIDDEN GOLD"
June 7

"WAR ALONG THE STAGE TRAIL"
July 12 (Tentative Title)

AND UNDER THE NEW "HOPPY" CONTRACT . . .

"RIDERS OF THE PANAMINTS"
"BUCKAROO"
"THE CHISHOLM TRAIL"
"MEN OF THE PLAINS"
"THREE MEN FROM TEXAS"
"BORDER VIGILANTES"

(Titles Tentative)

Big Campaign at Philadelphia Puts Over "A Child is Born"

The Stanton Theatre, Philadelphia, recently put on a major campaign for "A Child Is Born."

Two weeks in advance of opening the theatre placed columns of publicity and art in the local papers as well as in foreign papers in the Philadelphia zone. All downtown and key-run theatres throughout the city ran the trailer on the picture one week in advance, and twenty-five of these theatres had special lobby displays calling attention to it. All the theatres in the territory cooperated by putting on special campaigns.

A beauty contest for nurses was held, as well as a baby diapering contest by students of the University of Pennsylvania. Both stunts broke the papers, with the latter getting mention over the local NBC outlet.

Heralds and bottle tops were distributed throughout the city carrying theatre copy, and tieups were made with department stores involving window and counter displays, in addition to a 16mm. trailer display in the windows.

Letters were sent to doctors, nurses and druggists throughout the city, and special messages were posted on hospital and medical society bulletin boards.

A huge variety of radio plugs were garnered for the engagement, with spot announcements taken during programs which related to infants and children.

An unusual lobby display in the Stanton, and wide-spread posting and advertising completed the highly effective campaign.

Seaman Promotes Herald

Dave Seaman proves that he is a real navigator of theatre publicity by tieing up twelve leading stores with counter displays, and promoting a herald combining the North Catholic and Frankford High football game information. In addition he spotted boys in the stands with banners selling his show!

Food Show at Thanksgiving

Sidney Poppay, when he was manager of the Majestic in Philadelphia, found many new friends both for himself and the theatre by cooperating with the Lions Club with a special morning show for which foodstuffs were accepted in lieu of admission.

Gets Whole Front Page of Paper

Marty Aninsman scooped Lancaster Avenue in Philadelphia, with a front page of the *Lancaster News* completely devoted to the Leader Theatre, the Turkey Giveaway and a grand take-off for the Stanley-Warner Friendly Service Kiddie Check. With weeklies difficult to crack as they are, this achievement is outstanding and a credit to Aninsman.

Moore Gets "Oomphasis" Into His Selling of Saturday Vaudeville

Ed Moore gets more with some expert selling. Moore went out and really sold new low Saturday prices for stage shows up at the Strand in York. A bally truck roamed the streets; in the lobby was an eye-filling shadow box plus some nifty looking lobby set-pieces, all tied together with reproductions of the same spotted in every prominent merchant's window in town. The copy on the bally truck was simple block letters surrounded by plenty of white space to give "oomphasis." This idea was followed through in all displays with the result that information concerning price and date was the first thing to be seen and the last thing to be remembered the longest.



Santa Arrives In a Plane

Manager Larry Rosenthal of the Century Strand Theatre, Rockville Center, L. I., provided a modern Christmas for the children of the community by having Santa Claus arrive at the theatre in an airplane to give them candy and toys at a special Christmas show. It was one of the holiday's most unusual stunts, and should be filed away for use next December 25.

Attention is Created by Perdue's Clever Note Book on "Four Wives"

"This movie industry is darn interesting," comments Barnes Perdue, manager of the Carlton Theatre, Manhattan, Kansas, and "one reason" is "when a manager thinks of a gag old or new and the gag seems to click well with patrons."

That's what happened with the little booklet Perdue designed on behalf of "Four Wives." A little notebook, it had on the outside: "Here's what I know about women after 'Four Wives'." On the back the copy read: "You don't have to know anything about women to enjoy this swell picture, etc."

Perdue, himself, distributed about 500 of the booklets in the business district four or five days in advance of the engagement. Every time he'd stop to talk with someone, he'd hand them a booklet. Five thousand were distributed in the city and territory. The Carlton management had several calls from business men and women asking for extra copies. They created so much attention Perdue was quite proud of them.

"Yes," he concludes, in his report to us, "I guess that's one reason this business is so interesting."

Other showmen will agree with him.

Get "Kisses" from Deanna

Deanna Durbin may have received her first kiss in "First Love," but hundreds of people in Columbus, Mississippi, received "kisses" from Deanna recently when Manager Burgess Waltmon of the Princess Theatre distributed cards with candy kisses attached. It was a "sweet" way to let them know about the star's first kiss and about the Princess engagement of "First Love."

Quiz Contest for Boys

John P. Field, manager of the Ogden Theatre in Chicago, found his own "Two Bright Boys" during the run of the picture by having a quiz contest for boys only. Two winners were selected and given passes to see the picture.

Cards in Barbers' Mirror

Richard Barry, manager of the Capitol Theatre in Chicago, put the barbers' mirrors to good advantage by placing two cards with reverse lettering advertising "Beau Geste" behind the chairs. They were correctly reflected in the mirrors.

University Offers Scholarship for Best Lincoln in Illinois Essays

As part of its fiftieth anniversary celebration, Lincoln Memorial University at Harrogate, Tennessee, is offering two prize scholarships to the high school seniors in the United States who write the best 1,000 word essays on the subject of "A Student Looks at 'Abe Lincoln in Illinois'."

The first prize will be a four year scholarship covering room, board, and tuition; the second will be a four year scholarship covering only one-half of these expenses. In case of a tie for either first or second prize, or both, duplicate scholarships will be awarded.

The contest will start on Lincoln's Birthday and end on the midnight of May 15, 1940. Winners will be announced on Commencement Day, June 3, 1940.

Winners will be expected to conform to the work program of the University and fulfill the requirements for admission.

Judges of the contest will be: Robert E. Sherwood, Pulitzer Prize winner, author of "Abe Lincoln in Illinois;" Stewart W. McClelland, president of Lincoln Memorial University; Robert L. Kincaid, executive vice-president of Lincoln Memorial University; R. Gerald McMurtry, professor of Lincolniana, and H. E. Barker, archivist of the Lincoln Fellowship of Southern California and author of the recent work, "Abraham Lincoln: His Life in Illinois."

Special Kiddie Show

Manager Richard Barry of the Highland in Chicago didn't allow the censors to prevent him from having his regular Saturday kiddie show. Obeying their ruling that "Lady of the Tropics" should not be shown to children, Barry arranged a special kiddie show at 10 o'clock in the morning. The feature attraction was picture, "Terror of Tinytown."

Kiddie Club's Birthday Party

The Prince Theatre, Ambridge, Pennsylvania, organized a big celebration for the first birthday of the Kiddie Club. It started with a proclamation which was given front page prominence by the local paper. A parade sponsored by local organizations, a resolution by the local board of trade which also made the front page, a triple-decker cake was promoted as was ice cream for all the kids and 4,000 heralds. Lige Brien, manager, reports over 2,000 children in attendance.

Big Anniversary Week

Anniversary week at the Rhodes Theatre in Chicago found Manager E. R. Erickson playing host to his patrons, every night of the week. A coffee kloch for the ladies, candy giveaway for sweethearts and a Merchants Crazy Auction for the whole family were but few of the special stunts.

"20" Campaign for "Twenties"

Manager Marlowe Conner of the Avalon in Chicago had a roaring publicity campaign on "The Roaring Twenties." The theatre secured a tie-up with the local business men's organization with the idea of having special 20c sales, co-op pages, contests, photographs of the business firms taken in the twenties displayed in the theatre.

"Silver Queen" Beauty Contest

E. Erickson, manager of the Rhodes in Chicago, put his theatre back on the gold standard by staging a "Silver Queen" beauty contest. Sponsored by the Chamber of Commerce, prizes including diamond rings, dresses, shoes, flowers and the like were promoted from the local merchants.

Program Exchange

Al Marks Inaugurates Special Series of Articles About the Movies; Other Program News

REGARDLESS of which way the wind blows, we still like programs to blow this way from all over the nation. Of course, some of the members are a little neglectful and just never get around to sending them (we often wonder if they forget to distribute them to their patrons, too). But, fortunately, there's a sizeable number of members who make it a point to keep us on their mailing list. Were it not for them, non-active members (those who keep their programmatic activities quiet) would never know about the innovations and unsual ideas recorded here from time to time. If you're not now sending us your house publication, won't you begin today?

"Evolution of Movies"

And now that that appeal is off our mind, we shall continue with the subject at hand. In the latest program of Al Marks for the Landis Theatre, Vineland, N. J., the alert manager has inaugurated a series of articles explaining the "Evolution of Movies." (There's something we should have thought of a long time ago—more power to Al.) He goes back to 1824, "when Peter Mark Roget first stated the principle on which the motion picture is based. In the decades that followed publication of his thesis, 'Persistence of Vision With Regard to Moving Objects,' hundreds of mechanics and inventors sought to create cameras and projectors which would make pictures move. Among the pretentious titles tied to some of these primitive devices were: praxinoscope, anorthoscope, tachyscope, zoetrope or wheel of life, phasmatrope and phenakistoscope."

Al Wants to Continue Series

The article then continues with an explanation of Edison's Kinetoscope, "which was a peep-show." Al illustrates one of the older type of projectors, along with that of a modern streamlined machine. He wants to continue this series, and while the material he has on hand deals with the work of Peter Mark Roget and Thomas A. Edison, as well as life histories of some of the earliest motion picture stars, it is not nearly enough to cover the subject as Al would like to cover it. "It would be a great help," he writes, "if any other Exchange members had some of this material to help this series of articles along."

So, how about it, members? Can you give Al some more dope on the "Evolution of Movies?" If you have anything you think would be of value to him, send it to Al Marks, in care of the Landis Theatre, Vineland, N. J. When he has completed the series, we are sure he will send copies of programs containing "the whole story" to those who so request. We think it's a swell feature for any program, especially for tabloids like Cinemag, Screen Hits, etc.

Received a few more programs from Myron McLeod, manager of the Patricia Theatre, Powell River, British Columbia. In one, he takes space to list the leading box office stars of 1939. As you know, Myron can reproduce anything that's "reproduceable;" therefore, fashion mats and all types of press book ad and scene mats appear in his lively little programs. Too, he can reproduce any reading matter he desires. However, Myron, tell your "speller" that Melvyn Douglas' first name is spelled with a "y" and not with an "i". For his center spread, he took one of MGM's product announcement ads and adapted it to his own needs. If you remember, MGM made up a number of these ads and issued them in a press sheet available to exhibitors everywhere. The one Myron utilized made a really attractive spread.



Inside Spread Plugs Stage Show

Thinking about adding a few acts of vaudeville to the program? Well, here's how Pearce Parkhurst, State Theatre, Torrington, Conn., advertised his "big stage revue" on the inside spread of his program. By the way, another attraction on the bill was a film called "Hollywood Cavalcade," produced by 20th-Fox.

Parkhurst's School Matinees

Up in Torrington, Conn., Manager Pearce Parkhurst distributed tickets "good for 5c." which, when presented with 5c, admitted children to a special school matinee to see "The Wizard of Oz." He's presenting stage shows on Sunday only at the State, and takes the inside spread of his house program to tell his patrons about them. Of course, the layout is dominated with girl "art."

Besides his regular program, Manager Enos Langrell of the Reese Theatre, Harrington, Del., got out special handbills on "Swanee River" and Cousin Lee and his WDEL Radio Roundup, a stage show.

Ideal Patrons Get Hockey Scores

Tom Pringle gives hockey scores, period by period, to Ideal Theatre audiences on nights when that thrilling sport takes place. At least that's the information given in the program just received from Toronto. And for a Safety Slogan, how about this: "Death walks out from between parked cars . . . Pedestrians! . . . Don't be jaywalkers."

Down in Arp, Texas, where we wouldn't mind being these cold, wintry days, Manager W. S. Samuel recently put on a 45-minute Swing Jamboree for the jitterbugs, and told 'em about it via a special handbill. Who furnished the swing? Well, we don't know for sure, but it looks as though Samuel booked a group of orchestra reels from Vitagraph and Paramount. The bands featured were Henry Busse, Hal Kemp, Clyde Lucas, Orrin Tucker and Vincent Lopez. Artists featured were Bonnie Baker ("Oh Johnny, How You Can Love"), Betty Hutton and Judy Starr. Listen, members, if the jitterbugs are restless in your town, why don't you put on one of these shows immediately after school some afternoon? Advertise it big, and we'll bet you have a houseful of boys and girls.

Our space has dwindled down to the point where we have very little left. But we have been promised that if we're good we can be right back on this page again next week. So—we're going to be good! Right now we're going out for a bowl of spinach.

P.S.—Did you notice in last week's column that one of the new members is a woman? Erma L. Raeburn of the Grand Theatre, Lemon, S. D., has the distinction of being the Exchange's only feminine member. Unless—unless—Erma is also a man's name!

—Your Application Blank— Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

JANUARY, 1940 INDEX

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TAKE THIS WOMAN

An STR Showmanalysis (REG. U. S. PAT. OFF.)

Screenplay by James Kevin McGuinness. Original story by Charles MacArthur. Directed by W. S. Van Dyke.

THE little boy who spells "box office" b-o-x o-f-f-i-c-e may be correct in the opinion of his teacher, but according to showmen, he'd be all wrong. He'd come closer to it, they believe—much closer—if he spelled it S-p-e-n-c-e-r T-r-a-c-y a-n-d H-e-d-y L-a-m-a-r-r. Altough we rated fairly well as a speller in our youth, we're willing to bring the wrath of our alma mater down on us and fall in line with the showmen.

For it is indeed true that these two names linked together portend considerable activity at the country's movie theatre ticket windows. Either one on its own would be something for exhibitors to look forward to with pride—but together, well, that should be really something!

We are perfectly serious, too. No exaggeration is intended. Of course, it stands to reason that the showman who will benefit most is the one who, realizing the potential box office value of "I Take This Woman," will grab the opportunity to utilize every ounce of showmanship in exploiting the picture. Those who merely announce it and wait for the folks to come in may get a good representation of the town's population, but not as good as the fellow who indulges in plenty of selling-the-picture activity.

For your advance ad lines, announce that "the Academy Award-winning star of 'Captain Courageous,' 'Boys' Town' and 'Stanley and Livingstone' joins with the glamorous personality of 'Algiers' and 'Lady of the Tropics' to give you the year's most exciting romantic hit." For a teaser ad, you might use a cut of Tracy and Miss Lamarr. Above his picture the words "I Take," and above hers, "This Woman." Below, use copy like this: "You'll take Spencer Tracy and Hedy Lamarr to your heart in 1940's first big romantic thrill, 'I Take This Woman'."

Surely the title presents an excellent opportunity for merchant tieups. Sample: "'I Take This Woman' because knowing she must appear attractively attired at all times, she selects her wardrobe from (name of store)." You should be able to get any number of firms to cooperate. Another sample: "'I Take This Woman' because she's the best little cook I know . . . and she does it with a (gas or electric) range." We could give other samples, but this should suffice to show you the possibilities.

Another way to use the title would be in connection with a newspaper or house program contest. Male readers would be asked to name the most important qualifications they require in a girl before proposing marriage. In other words, they should complete the statement, "'I Take This Woman' because . . ." in 25 words or less, listing the qualifications. Sample: "'I Take This Woman' because she is lovely and charming, always looks neat and attractive, buoys my spirits whenever I feel downcast and lonely, and cooks delicious, nourishing food." Now that isn't the best sample in the world, but if male contestants can do better (which they should), offer them prizes of cash and theatre tickets.

There are different ways of handling the stunt we are going to mention now, but we'll give one, and if it isn't suitable to your set-up, you can handle the matter in some other way. Asking "Who will be the lucky girls to see 'I Take This Woman'," invite them to submit their photographs either to you or to the newspaper office. Each picture should have a number on it which corresponds with the number before the subject's name in a list of the girls submitting photos. Blindfolded, young men about town draw photos, at the same time saying "I Take This Woman to see 'I Take This Woman'." The drawing could take place in your lobby or at a department store in view of a large gathering.

We'll give another way to handle it. Get a supply of scene stills and cut each one jaggedly apart. Mail one half to a boy, the other half to a girl. If a boy and girl succeed in matching their pieces, they bring them to the theatre and receive free admission to see the picture.

Have a roving photographer snap photos of feminine pedestrians, and publish these photos, one a day, in the morning or evening newspaper. Appealing to the husband, sweetheart, best friend or relative of each girl, by means of copy accompanying the picture in the paper, tell them they can "take this woman" to see "I Take This Woman" if they bring the woman to your theatre and establish her identity. On the other hand, you might place a display of local girls in the lobby. "Do You Know These Women?" the copy should read, "If you do, and one of them is a wife, sweetheart, or sister, bring her to the box office and be admitted free to see Spencer Tracy and Hedy Lamarr in 'I Take This Woman'."

Some of you will be playing this picture on or near St. Valentine's Day. And you'll be smart, too, for it's just the kind of entertainment that ties in easily with the spirit of the occasion. In the press-book exploitation section is illustrated a heart-shaped photo of Hedy and Tracy, which is available as a mat. You can use this mat to illustrate a contest for the best Valentine verses using the phrase, "I Take This Woman." Candy hearts, two of a kind, can be distributed around town, and couples able to match their hearts (the candy ones, mind you) could be admitted for half-price on St. Valentine's Day. You can go in for heart-shaped designs in your lobby and out in front and be just as appropriately plugging the film as tieing in with February 14.

Referring to the merchant tie-ups mentioned a few paragraphs back, permit us to remind you that a set of tie-up stills is available at your nearest MGM exchange. Whether it's drug stores, cafeterias, jewelry shops, optometrists, restaurants and night clubs, or a number of other establishments, these stills pave the way for tieups.

The most important advice concerning your lobby and front is to make sure that the names and likenesses of the two stars stand out in bold relief.



Two Factors That No Reader Will Miss!

Not too much copy—but not too little! Just the right amount of white space to make it stand out among an assortment of other amusement ads. But there are other factors that make this layout an attention-getter, and there's Spencer Tracy and Hedy Lamarr. With their names and likenesses, the ad says more than if you tried to fill it with wordy selling copy. There are others equally as good.

The Studio Check-Up

A GUIDE TO FUTURE BOOKING

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—35; Being Edited—76]
[Last Week: In Production—32; Being Edited—75]

COLUMBIA

Being Edited

OUTSIDE THE 3-MILE LIMIT*

BULLETS FOR RUSTLERS (W)*

BLAZING SIX SHOOTERS*

FIVE LITTLE PEPPERS AT HOME*

TEXAS STAGECOACH*

PASSPORT TO ALCATRAZ*

BLONDIE ON A BUDGET*

I MARRIED ADVENTURE
Travelogue Feature.
Made by Mrs. Osa Johnson.

MEN WITHOUT SOULS
John Litel, Rochelle Hudson.
Directed by Nick Grinde.

In Production

TOO ANY HUSBANDS*

DOCTOR TAKES A WIFE
Loretta Young, Ray Milland.
Directed by Alexander Hall.

M-G-M

Being Edited

NORTHWEST PASSAGE (Tech.)*

STRANGE CARGO*

YOUNG TOM EDISON*

MAN FROM DAKOTA*

FLORIAN*

BROADWAY MELODY OF 1940*

NEW MOON*

In Production

FORTY LITTLE MOTHERS*

EDISON THE MAN
Spencer Tracy, Gene Reynolds, Rita Johnson, Lynne Overman. Directed by Clarence Brown.

DR. KILDARE #4
Lionel Barrymore, Lew Ayres.
Directed by Harold Bucquet.

TWO GIRLS ON BROADWAY
Lana Turner, George Murphy, Joan Blondell, Richard Lane. Directed by S. Sylvan Simon.

HURRAH, I'M ALIVE (T. T.)
Frank Morgan, Lillie Burke, Ann Rutherford. Directed by William Thiele.

WATERLOO BRIDGE
Vivien Leigh, Robert Taylor, Virginia Fields. Directed by Mervyn LeRoy.

MONOGRAM

Being Edited

PIONEER DAYS*

RHYTHM OF THE RIO GRANDE*

In Production

CHEYENNE KID*

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

PAROLE FIXER*

SEVENTEEN*

KNIGHTS OF THE RANGE*

DR. CYCLOPS (Tech.)*

UNTAMED (Tech.)*

WOMEN WITHOUT NAMES*

TYPHOON (Tech.)*

FARMER'S DAUGHTER*

SHOWDOWN*

OPENED BY MISTAKE*

LIGHT OF WESTERN STARS*

ROAD TO SINGAPORE*

BISCUIT EATER*

AT GOOD OLD SIWASH*

HIDDEN GOLD*

WAY OF ALL FLESH*

SAFARI*

GOLDEN GLOVES*

WAR ALONG THE STAGE TRAIL*

BUCK BENNY RIDES AGAIN*

WOMAN FROM HELL*

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff.
Directed by Preston Sturges.

In Production

DESTINY
Basil Rathbone, Ellen Drew, John Howard. Directed by Tim Whalen.

RKO-RADIO

Being Edited

VIGIL IN THE NIGHT*

MARINES FLY HIGH*

BULLET CODE*

MILLIONAIRE PLAYBOY*

LITTLE ORVIE*

PRIMROSE PATH*

IRENE*

BILL OF DIVORCEMENT*

AND SO GOODBYE*

ISLE OF DESTINY*

THE RAMPARTS WE WATCH
March of Time Feature

In Production

MY FAVORITE WIFE*

COURAGEOUS DR. CHRISTIAN
Jean Hersholt, Dorothy Lovett.
Directed by Bernard Vorhaus.

CURTAIN CALL
Barbara Read, John Archer.
Directed by Frank Woodruff.

ROMANTIC MR. HINKLIN
Lucille Ball, James Ellison.
Directed by Ray McCarey.

REPUBLIC

In Production

DARK COMMAND*

PIONEERS OF THE WEST
Three Mesquiteers.
Directed by Lester Orlebeck.

FORGOTTEN GIRLS
Louise Platt, Donald Woods.
Directed by Phil Rosen.

20th CENTURY-FOX

Being Edited

CHARLIE CHAN IN PANAMA*

SHOOTING HIGH*

DANCE WITH THE DEVIL*

FOR WOMEN ONLY
Lynn Bari, Joan Davis, Joan Valerie.
Directed by Ricardo Cortez.

In Production

I WAS AN ADVENTURESS*

VIVA CISCO KID
Caesar Romero, Chris-Pin Martin.
Directed by H. Bruce Humberstone.

TWINKLE TWINKLE LITTLE STAR
Linda Darnell, John Payne, Roland Young, Mary Healy. Directed by Walter Lang.

EARTHBOUND
Warner Baxter, Andrea Leeds, Lynn Bari. Directed by Irving Pichel.

SAILOR'S LADY
Nancy Kelly, Jon Hall, Joan Davis.
Directed by Allan Dwan.

LILLIAN RUSSELL
Alice Faye, Don Ameche, Henry Fonda, Edward Arnold. Directed by Irving Cummings.

CHARLIE CHAN'S CRUISE
Sidney Toler, Marjorie Weaver.
Directed by Eugene Forde.

UNITED ARTISTS

Being Edited

A CHUMP AT OXFORD (Roach)*

REBECCA (Selznick)*

CRACKPOTS (Roach)*

HOUSE ACROSS THE BAY (Wanger)*

1,000,000 B. C. (Roach)*

MY SON, MY SON (Small)*

THE WESTERNER (Goldwyn)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez.
Produced by Alexander Korda.

UNITED ARTISTS (Cont.)

In Production

GREAT DICTATOR
Charles Chaplin, Paulette Goddard.
Producer-Director, Charles Chaplin.

OUR TOWN
Frank Craven, Fay Bainter, Thomas Mitchell. Directed by Sam Wood.
Produced by Sol Lesser.

UNIVERSAL

Being Edited

RIDERS OF PASCO BASIN* (W)

HONEYMOON DEFERRED*

RIVER OF MISSING MEN*

DOUBLE ALIBI*

MY LITTLE CHICKADEE*

BLACK FRIDAY*

In Production

HOUSE OF THE SEVEN GABLES*

IT'S A DATE*

ENEMY AGENT*

ALIAS THE DEACON
Bob Burns.
Directed by Richard Wallace.

WARNER BROTHERS

Being Edited

TEAR GAS SQUAD*

GAMBLING ON THE HIGH SEAS*

MURDER IN THE AIR*

KING OF THE LUMBERJACKS*

FUGITIVE FROM JUSTICE*

VIRGINIA CITY (Tech.)*

IT ALL CAME TRUE*

In Production

DR. EHRLICH'S MAGIC BULLET*

THREE CHEERS FOR THE IRISH*

SATURDAY'S CHILDREN*

WE SHALL MEET AGAIN*

SEA HAWK
Errol Flynn, Brenda Marshall, Donald Crisp. Directed by Michael Curtiz.

ALL THIS AND HEAVEN, TOO
Bette Davis, Charles Boyer.
Directed by Anatole Litvak.


SWISS FAMILY ROBINSON
SWISS FAMILY ROBINSON
The most amazing adventure ever dreamed of flashes on the screen!

SWISS FAMILY ROBINSON



The things we stay-at-homes always dream abo doing—THEY DID!...Here is their adventure, action to the screen with all the strange allure that ma the book what it is!...Here is the one big, new sh —different from anything you've ever shown b fore—that gives the MOVIES back to the moviegoe —and that means MONEY to any man's box offic



GENE TOWNE

presents

A THE PLAY'S THE THING Production

DISTRIBUTED BY RKO RADIO PICTURES

with

THOMAS MITCHELL • EDNA BEST • FREDDI BARTHOLOMEW • TERRY KILBURN • TIM HOL BABY BOBBY QUILLAN

Directed by EDWARD LUDWIG
Produced by GENE TOWNE and GRAHAM BAKER
Screen Play by Walter Ferris, Gene Towne and Graham Ba

LITHO U.S.A.
3

The Short Subject

IN THE SHORT SHOPS

Columbia

"Inside the Federal Bureau of Investigation," the fourth in the current Washington Parade series, which reveals the inside workings of government agencies, is now being readied. The subject features J. Edgar Hoover, Chief of the F.B.I. and it pictures in intimate detail the inner workings of the world's quickest crime-detection agency. In graphic sequence it shows how the United States F.B.I. agents are trained and the methods employed by this tremendous organization to combat crime. Maxwell Cohn produced and Harry Foster directed.

Vitaphone

Charles Tedford is writing the screenplay of "Discovery of America," historical featuret. It is a Technicolor picture which goes into work within a few weeks.

"The Songs of America," two-reel historical featuret, is being prepared for production in April under supervision of Gordon Hollingshead.

Nell O'Day and Mary Anderson have been given important parts in "Riding Into Society," featuret now shooting with Elsa Maxwell in the top role.

MGM

John Nesbitt, commentator, didn't have to sing, exactly, but he had to tune his speaking voice to fit a melodic chorus, for the finale of "The Flag Speaks." Dave Snell, scoring the picture, set the finale, his own composition, at a certain key and made Nesbitt commentate in the same key to harmonize the two. Snell scored with orchestra and chorus using the device of having any spoken dialogue in tune with the musical background.

Paramount

The first subject in its new series of Max Fleischer Stone Age cartoon short subjects, titled "Way Back When A Triangle Had Its Points," has been set for national release on February 9.

School Matinees Increase Grosses in Bayonne, N. J.

A plan that deserves a trial in theatres everywhere has been inaugurated by Manager Leo J. Hill of the DeWitt Theatre, Bayonne, N. J.

Known as Midweek School Matinees, the plan consists of setting aside one afternoon of the week for a "Visual Education" program of short subjects to be shown students after school, allowing them enough time to get to the theatre and get home without being late for dinner.

To be successful, the plan requires the utmost cooperation of the Superintendent and Principals of the school system in your community, as well as that of the Parochial Schools. Each subject to be shown should be clearly outlined and described in letters to school authorities. Throwaway cards should be distributed to students, with the cards emphasizing that "students attending this special show may remain for the regular program."

In Bayonne, the special student's price was 10 cents. Manager Hill's gross for one matinee, for example, was five times the amount of his usual box office receipts for that afternoon. Typical of the subjects exhibited were these: "Lincoln in the White House" (Vitagraph); "Birthplace of Icebergs" (20th-Fox); "Jaipur—The Pink City" (MGM); "Super Athletes" (Paramount), and "Popular Science" (Paramount). A newsreel and a Technicolor cartoon were also on the program.

For the trailer which appeared just ahead of the subjects as a greeting, Manager Hill used this copy: "The subjects you are about to view have been carefully selected for your education and entertainment. We sincerely hope you enjoy this. The Management wishes to extend its thanks to the principals, teachers and students for their cooperation in making this show possible and invites you all to remain for the regular show which follows immediately after our visual education show. Any suggestions or criticisms you may have will be greatfully accepted."

A "reader" concerning the Midweek School Matinee appeared in the Bayonne newspaper. Public Service cooperated by having six buses waiting to transport students to and from the show. Some of the boys and girls even brought their sandwiches.

In his letter to the Principals, Manager Hill pointed out that "we have carefully selected six subjects which we believe will be interesting, as well as appeal to the students, and yet be of an educational value." He asked that cards announcing the show be distributed to students "and at the same time urge them to attend, as I am most anxious to have this, our first 'Visual Education Show,' a huge success." He invited the Principals to be his guests at the showing, and offered the same courtesy to any teachers who might wish to attend. "I would appreciate your reaction and any suggestions you may have to offer," he concluded.

Champions of short subjects, exhibitors trying to figure out a way to build up their midweek matinees, should give careful thought and consideration to Hill's idea, with a view to giving it a thorough tryout in their own situations.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 3)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.

CRITERION—Symphony of Swing (Vita.) rev. 12-2-39; Fresh Fish (Vita.) rev. 11-4-39.

GLOBE—The Green Hornet No. 13 (Univ.) rev. 12-2-39; Rockin' Through the Rockies (Col.).

PARAMOUNT — Shakespearean Spinach (Para.) rev. this issue; Bowling Skill (Para.) rev. this issue.

RADIO CITY MUSIC HALL—Republic of Finland (RKO-M of T) rev. 1-20-40.

RIALTO—Donald's Golf Game (RKO-Disney).

RIVOLI—Aquapoise (RKO-Pathe).

ROXY—Harvest Time (20th-Fox).

STRAND—New Horizons (Vita.) rev. 12-30-39; Sniffles and the Bookworm (Vita.); Organ Novelty (Vita.) rev. 11-11-39.

CHICAGO LOOP

(Week Ending February 3)

APOLLO—Topnotch Tennis (20th-Fox); The Mad Maestro (MGM) rev. 1-20-40.

GARRICK—Three Sappy People (Col.)

ROOSEVELT — Shakespearean Spinach (Para.) rev. this issue; Republic of Finland (RKO-M of T) rev. 1-20-40.

UNITED ARTISTS—Pound Foolish (MGM) rev. 1-20-40; The Ugly Duckling (RKO-Disney) rev. 10-22-38; Aghileen Pinnacles (20th-Fox) rev. 10-14-39.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 3)

PARAMOUNT (No. 45)—Troops active on western front; Hore-Belisha storm abates; Chamberlain declares Germany driven from seas; President's birthday ball; New York's twin parents and twin babes; Boston ski train; Bing Crosby golf tournament; Jacobs throws light on Baer-Galento bout.

MOVIETONE (Vol. 23, No. 42)—President's birthday ball; Turkish earthquake; War in Finland; Norwegians off to Finland; Chamberlain defies Nazis; English blockade; English girl pilots training; Gen. Gamelin decorates Gort; French bring up heavy guns; Texas quads one year old; Boston ski trains; Aquaplaning in Florida.

NEWS OF THE DAY (Vol. 11, No. 240)—Turkish earthquake; Chamberlain defies Nazis; Churchill in mystery visit to France; French big guns on front; India's men land in France; War in Finland; President's birthday ball; Texas quads one year old; Aquaplaning in Florida; Ice schooner race off L. I.

PATHE (Vol. 11, No. 57)—President's birthday ball; Missouri mules at front; Vogue evening fashions; French decorate British generals; Pine pulp used for newsprint in South; Bing Crosby golf tournament; French big guns on front.

UNIVERSAL (Vol. 12, No. 846)—President's birthday ball; Light ships bomb Nazis; War plane factory; Personalities at the front; Ohio River frozen; Fire mascot buried; Test sunshine fashions; Golden Gloves bouts; Aquaplaning in Florida.

(Released Wednesday, January 31)

PARAMOUNT (No. 44)—City of Flint docks at Baltimore; Green presents cake to Roosevelt; Giant airliner tested at Seattle; Controversy over war policy closes Canadian Parliament; Cromwell arrives to take up duties in Canada; Blimp begins rescues from icemenaced freighter; Speed skating meet at La Crosse, Wis.; Midshipmen in athletic drill; European mat terror makes wrestling debut.

MOVIETONE (Vol. 22, No. 41)—City of Flint docks at Baltimore; Social Security Checks mailed; Deer released in Shenandoah Valley; Thrill driving in Australia; Dog parade in San Francisco; Dog show in New York; California citrus industry booms; Skating meet at La Crosse, Wis.; Midshipmen in athletic drill; Girls on mechanical horses; Lew Lehr and doll-faced (?) wrestler.

NEWS OF THE DAY (Vol. 11, No. 239)—City of Flint docks at Baltimore; President gets birthday cake; Canada welcomes new U. S. envoy; Social Security checks mailed; Mickey Rooney and Bette Davis hailed as King and Queen of the Movies; St. Paul holds gala winter carnival (Minneapolis only); Basketball, L.I.U. vs. Michigan State (except Minneapolis); Midshipmen in athletic drill (except Minneapolis); Skating meet at La Crosse, Wis.; Wrestling world hails new "glamor" boy.

PATHE (Vol. 11, No. 56)—City of Flint docks at Baltimore; New York sees Italian Art collection; President gets birtday cake; St. Paul ice carnival; Social Security checks mailed out; Midshipmen in athletic drill; Skating meet at La Crosse, Wis.

UNIVERSAL (Vol. 12, No. 845)—City of Flint docks at Baltimore; Stratosphere liner tested at Seattle; President's birthday cake; U. S. envoy arrives in Canada; St. Paul ice carnival; New York sees Italian Art collection; Bear Mountain skating meet; Dog show in New York; Midshipmen in athletic drill; Basketball, L.I.U. vs. Michigan State.

Short Subject Reviews

ALFALFA'S DOUBLE

Prod. No. C-134 *Chucklesome*

MGM Our Gang No. 4 11 mins.

Comment: Alfalfa finds his exact counterpart in a blue-blooded little boy who comes to live next door. The two exchange places, and Alf eventually decides raking the yard is more fun than trying to eat artichokes, taking an afternoon nap and bawth and indulging in aesthetic dancing lessons. Likewise, the rich boy is delighted to be back in his own environment again. The comedy is good for several hearty chuckles. Edward Cahn directed.

Exploitation: Key up interest among children in this comedy by inviting short letters on whether they would want to exchange places with another whose lot they consider better than their own.

WHERE TURF MEETS SURF

Prod. No. M-76 *Fair*

MGM Miniature No. 6 10 mins.

Comment: Sallypayne and Mary Treen, those Hollywood tourists from Kokomo, this time visit Del Mar By The Sea to pick up a few extra shekels on the races and get a gander at some of the stars. While the girls continually bet on the wrong horses, there are scenes of Bing Crosby, Pat O'Brien, Robert Taylor, Barbara Stanwyck, Stuart Erwin, Virginia Bruce, Edmund Lowe, Nat Pendleton and others. Sammy Lee directed under the producership of Lewis Lewyn.

Exploitation: Mention it in your regular advertising. Use photos of the stars appearing in the subject in your lobby displays.

THE FISHING BEAR

Prod. No. W-83 *(Tech.)* *Clever*

MGM Cartoon No. 3 9 mins.

Comment: The old bear discovers fishing for trout is not what it's cracked up to be. He experiences many amusing setbacks, and to top it all off, gets the shock of his life when his line comes in contact with an electric eel. It's just too much for him. This is a clever cartoon that both children and adults will enjoy. It was produced by Rudolf Ising.

Exploitation: You might arrange a tieup with the sporting goods store on anglers' equipment, bringing in the fact that the bear's harrowing experiences won't be repeated by those who use Blank and Company's fishing equipment, etc.

OLD NATCHEZ

Prod. No. T-56 *(Tech.)* *Good*

MGM Traveltalk No. 6 9 mins.

Comment: Photographed at Natchez, Miss., when the Natchez Garden Club was holding its annual pilgrimage to the old estates of pre-Civil War days and reliving the past glories and spirit of the South that exist now only in books and music, this subject is indeed colorful and interesting. It will admirably enhance the value of any program. James A. FitzPatrick was the producer and narrator.

Exploitation: Interest local citizens in trips to the South by tieing in with travel agencies. Display photos of scenes taken by tourists who have been fortunate enough to be in Natchez when the annual celebration was in progress.

KNOW YOUR MONEY

Prod. No. P-2 *Excellent*

MGM Crime Doesn't Pay No. 2 21 mins.

Comment: Filmed under the supervision and with the cooperation of the United States Treasury Department, this dramatic subject is an excellent expose of methods used by counterfeit rings in flooding the market with bogus money. It shows, too, how the Treasury Department tracked one gang down and captured those who were in control. Here is a vital and informative subject which should be shown in every theatre. Featured in the cast are Dennis Moore, Noel Madison, Adrian Morriss, John Wray, William Edmunds and Charles D. Brown. Joe Newman directed, and Jack Chertok and Richard Goldstone produced.

Exploitation: Secret Service agents in district offices throughout the nation have been instructed to cooperate with you in getting the importance of this subject across to the public. Get them to make brief talks on local radio programs and before various Club meetings and luncheons.

THE OLD SOUTH

Prod. No. M-77 *Interesting*

MGM Miniature No. 7 10 mins.

Comment: Here is the story of King Cotton, telling the dramatic story of that commodity's part in the building of the South. When the demand for cotton could not be satisfied due to the slow process of separating the seed from the cotton itself, Eli Whitney invented the cotton gin. Soon bootleg gins sprang up, and Whitney sank into oblivion, only to show up again when he invented the guns and cannon used by the North in its war against the South. After the Civil War, President Abraham Lincoln set about welding these two great sectors together. The film tells its story interestingly, heightened by Frank Whitbeck's narration. Fred Zinnemann directed.

Exploitation: Your local radio station might devote a program to melodies of the old South. With merchants' cooperation, why not stage a "Cotton Week" festival?

BOWLING SKILL

Prod. No. R9-7 *Very Good*

Para. Sportlight No. 7 10 mins.

Comment: Opening with lawn bowlers displaying their uncanny skill at bowling on the green, this Sportlight then moves to Hollywood where a bevy of Earl Carroll beauties engage in the sport. Then Gene Gagliardi, said to be the world's champion, shows some tricks that will amaze the most skeptical. This subject should fare well on any program. Ted Husing was the narrator, and Jack Eaton produced.

Exploitation: Poster displays should be placed in all local bowling alleys. The owners could put on bowling contests, with tickets to your theatre serving as prizes.

NOT LESLEY—BUT LESLIE

In a review of Paramount's Headliner, "Frankie Masters and his Orchestra," (STR, Jan. 20), direction of the short subject was inadvertently credited to Lesley Selander. It should have been Leslie Roush.

UNUSUAL OCCUPATIONS NO. 3

Prod. No. L9-3 *Good*

Para. Unusual Occupations 10 mins.

Comment: A modern Noah prepares himself for a deluge, a woman finds a unique use for sipping straws, the unusual hobby of a daredevil flyer are among the interesting items in this subject. It is capably narrated by Ken Carpenter and should be enjoyed by all types of audiences. Jerry Fairbanks and Robert Carlisle produced.

Exploitation: The ark builder should be good enough for a newspaper feature. You might also get a jeweler to tie in on the sequence dealing with pearls.

SUGAR WIND

Prod. No. V9-5 *Good*

Para. Paragraphic No. 5 10 mins.

Comment: On the Island of Barbados, the natives carry on the operation of sugar cane grinding in the same primitive manner as they have done for centuries past. While the subject is different from the average, the Negro rhythmic songs in the background become a little annoying before the story has been told. But on the whole, it is a noteworthy short reel.

Exploitation: Contact geography teachers and ask them to make the Barbados a subject for class discussion. You might arrange a tieup with the local camera store whereby prizes are given for the most interesting shots of out-of-the-way places. Submitted photos could be displayed in the lobby.

SHAKESPEAREAN SPINACH

Prod. No. E9-2 *Funny*

Para. Popeye No. 2 7 mins.

Comment: Popeye and Olive Oyl's version of "Romeo and Juliet" would undoubtedly make the Bard of Avon turn over in his grave. Bluto vies for Popeye's role, and the two fight it out in an hilarious fistic battle. But the reliable spinach enables Popeye to come out on top. Dave Fleischer directed.

Exploitation: If you haven't yet ordered it, get the Popeye Manual from your Paramount Exchange. In it you'll find many good suggestions for exploiting these cartoons. This is the time to form a Popeye Club among the children of your community if you haven't already done so.

STRANGER THAN FICTION No. 71

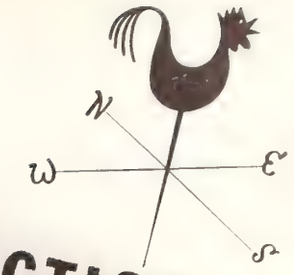
Prod. No. 4376 *Good*

Univ. Stranger Than Fiction 9 mins.

Comment: Five interesting numbers make this a good program builder where novelty of the factual sort is required. How skillful model builders construct ships inside a bottle; an interesting collection of watches; a woman who paints pictures on spider webs; a jolopy converted into a swamp grass cutter, and a Boston bull that acts as a real helper in a tire repairing shop, comprise the numbers presented.

Exploitation: Interest pet owners in scenes of the dog which unloads tires from a truck with newspaper tieup for stories about local-owned pets. Also work on ship building number inviting owners of models to display them in lobby.

TREMENDOUS IN EVERY DIRECTION



John Steinbeck's

OF MICE AND MEN

SAN FRANCISCO
United Artists...Opened to biggest business in six months. Held over 2nd week!

READING...Astor Top U. A. opening of season. Receipts for week 70% over previous week's picture!

MIAMI BEACH
Lincoln..Record smashing engagement with 1 hour and 45 minutes' wait for all seats!

NEW YORK CITY
Watch it hit the Roxy . . . . soon!

PRODUCED BY
HAL ROACH

RELEASED THRU
UNITED ARTISTS



Little Old New York

(Continued from page 13)

through the harbor blockade. They finally succeed, but on the eve of the first trial there is a falling out between Brownne and Fulton, Brownne believing what Pat has told him—that Fulton is in love with her. Pat soon realizes that Fulton's courtly manners are not meant to express his romantic interest in her and that Fulton is in love with Harriet Livingston. On the day of the trial run matters are patched up between Pat and Brownne, and as well with Fulton, and the crowds lining the wharf turn from laughter to cheers as the Clermont steams up the river under her own power.

Summary: Where its predecessor under this title dealt chiefly in quaintness, this presentation of "In Little Old New York" is concerned with lusty melodrama and comedy. It is a spectacular film and the public generally will find it rousing entertainment with a historical flavor. It is far more melodrama than history. Its moments of suspense (as when Fulton and his friends run the blockade with their British-built steam engine), and its interludes of boisterous comedy seem certain of a hearty reception everywhere. Alice Faye playing a straight role (she sings only a fragment of one song) turns in a most praiseworthy performance and has excellent support from Fred MacMurray, Richard Greene, Brenda Joyce and several others. The staging and photography are on the grand scale, and atmospherically the film is one of very impressive proportions. In exploiting it, stick to the entertainment qualities of the film, with great emphasis on the spectacular scenes of life in old New York. Stunts based on model boat-building are good for either newspaper tieup or in direct charge of the theatre, with lobby displays of entries in the competition. The "then and now" angle, with pictures, stories or relics of the New York in 1807, is a good one to use, and may have even greater appeal if given a local twist to deal with the "then and now" of your town. **(FAMILY)**

Catchline: "A rousing, exciting drama of the days when New York was just a small town and a steamboat was something to laugh at."

AUDIENCE SLANT: PLENTY OF EVERYTHING IN THE WAY OF SPECTACLE, COMEDY AND ACTION TO WIN THE PLAUDITS OF GENERAL AUDIENCES.

BOX OFFICE SLANT: AN IMPRESSIVE SHOW FROM THE PRODUCTION STANDPOINT AND WITH GOOD NAMES TO MAKE THE MARQUEE A BEACON FOR SHOW SHOPPERS IT WILL GARNER BIG GROSSES.

Miracle on Main Street

Columbia Drama 78 mins.

(Nat'l Release, Oct. 29, 1939)

Cast: Margo, Walter Abel, William Collier, Sr., Lyle Talbot, Wynne Gibson, Jane Darwell, Veda Ann Borg, Pat Flaherty, George Humbert, Jeanne Kelly, Susan Miller. **Credits:** Screenplay by Frederick Jackson. Original story by Samuel Ornitz, Boris Ingster Assistant Director, Gordon Griffith. Art Director Ralph Borger. Photography, Charles Van Enger ASC Film Editor, Barney Rogan. Directed by Steve Sekely. Produced by Jack H. Skirball.

Plot: Margo, a carnival dancer, and her husband, Talbot, who the police seek because of his prison record, are forced to elude the law. While hiding in church on Christmas Eve, Margo finds a baby someone has left, takes it home. Talbot abandons her and her baby. Into her life comes disillusioned, divorced rancher Walter Abel, and the two seem destined for happiness. But Talbot returns, urges Margo to "touch" Abel for money so he (Talbot) can go to South America. She tells Abel frankly what the money is for. He fails to leave it. Later, Talbot is killed by the police and Abel, learning Margo hated her husband and loves only him, plans to take care of her and the baby.

Comment: Not big enough for a class house, and in some ways a little too artistic for the neighborhood houses, this feature is problematical. It takes a while for the story to get under way, and the comparative absence of action will make the average fan, especially the men, restless. Be that as it may, the picture has been well produced, and the performances of Margo, Walter Abel, Lyle Talbot, Jane Darwell and William Collier, Sr., are above the average for a program offering. The story, while familiar to many, is presented in unique fashion, having for its setting the Mexican quarter of Los Angeles. It will appeal to women. The title lends itself to "Miracle" values with merchants on Main Street. Conduct a contest for the best mother-and-child photographs. **(ADULTS)**

Catchline: "It took a bullet in one man's brain to give her happiness in another man's arms."

AUDIENCE SLANT: IT'S A PICTURE FOR WOMEN; MEN ARE APT TO BECOME RESTLESS.

BOX OFFICE SLANT: ANYTHING WITH FEMININE APPEAL CAN'T FAIL COMPLETELY AT THE BOX OFFICE EVEN IF IT DOESN'T SCORE A BULL'S EYE.

Young As You Feel

(Hollywood Preview)

20th-Fox Comedy 59 mins.

(Prod. No. 32—Nat'l Release)

Cast: Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason, Ken Howell, George Ernst, June Carlson, Florence Roberts, Helen Ericson, Harlan Briggs, George Givot, Harry Shannon and others. **Credits:** Screenplay by Joseph Hoffman and Stanley Rauh, based on Lewis Beach's play, "Merry Andrew" and the Jones Family characters created by Katharine Kavanaugh. Photographed by Charles Clarke. Art directors, Richard Day and George Dudley. Film editor, Harry Reynolds. Music director, Samuel Kaylin. Directed by Malcolm St. Clair. Associate producer, John Stone.

Plot: Prouty, induced by his family to "learn to play," sells his drugstore to a chain after 25 years, but is unhappy. He sets up a laboratory in his basement, fills prescriptions for Briggs, the town doctor and nearly blows up the house with his experiments. Howell, the oldest son, goes to New York and becomes involved with a sponging group. Threatened by relatives' visits, Prouty takes his family to New York. They go in for fast night life, he pays all the bills, meets Shannon, another druggist whose wife wants him to sell out and the pair start a spree which lands them both in jail. Cured, the family gladly returns home to approve his rebuying the store.

Comment: Continuing the heavy leaning towards the farce side which has marked this series of late, this rates as one of the strongest of the series, with George Givot's phoney opera singer, Shannon's Irish druggist with the high alcoholic-content elixir and the return of the eldest daughter, her husband and baby to the series all adding entertainment. Use of the New York Fair background for parts of the picture can possibly be used in a tie-up with transportation companies and newspapers for a letter contest with writers telling what they want most to see there. The title of the film itself suggests tieups with merchants showing sporting goods, vacation and sports apparel and similar lines. Houses where the series has proved its popularity can effectively use inexpensive heralds or post cards to its mailing list calling attention of the return of Bonnie and Herbert to the stories. Another possible newspaper plant is a series of letters for small prizes on whether all business men of 50 should retire. **(FAMILY)**

Catchline: "He retired—back to work."

AUDIENCE SLANT: LAUGHS ARE VARIED ENOUGH TO SUIT PATRONS OF WHATEVER AGE.

BOX OFFICE SLANT: SHOULD DO REGULAR JONES FAMILY BUSINESS.

Inspector Hornleigh on Holiday

20th-Fox Mystery 74 mins.

(Prod. No. 22—Nat'l Release, Dec. 1, '39)

Cast: Gordon Harker, Alastair Sim, Linden Travers, Wally Patch, Edward Chapman, Philip Leaver, Kynaston Reeves, John Turnbull, Wyndham Goldie. **Credits:** Screenplay by Sidney Gilliat. Based on the character, "Inspector Hornleigh," created by Hans W. Priwin. Photography by Jack Cox. Edited by R. E. Dearing. Directed by Walter Forde. Produced by Edward Black. Maurice Ostrer, in Charge of Production.

Plot: Harker and Sim, his assistant, forsake their Scotland Yard duties to go on vacation at Balmoral Guest House. While there, they strike an acquaintance with Chapman, whose charred body in an auto wreck is later identified. But an investigation discloses the body was not Chapman's, and Harker learns the motive of the strange case—insurance claims lodged by a ruthless gang as yet unknown. Through a cemetery, a bridge club and a hospital Harker and Sim go in search of clues, and eventually unmask the head man behind the sinister plot.

Comment: This English quota film is a satisfying mystery, but the folks out in Iowa will have a difficult time trying to catch the British dialogue. Some of it is understandable, but more often than not it's so clipped and spoken so rapidly that the poor spectator can only guess at what is being said. However, the action conveys enough to prevent anyone from being completely in the dark. The picture is devoid of any romantic interest whatsoever, relying for its entertainment value on deep-dyed mystery for the mystery fans. Gordon Harker is a capable Inspector Hornleigh, though he is far from the suave Philo Vance or Sherlock Holmes type, and Alastair Sim provides hearty laughs as his grumbling assistant. Since it's a question of murder or suicide, hinge your selling on this point. A card giving the circumstances of the case, could be distributed, with copy that the thrilling answer will be found in (title). **(FAMILY)**

Catchline: "See him solve the suicide-at-the-seaside case."

AUDIENCE SLANT: EXCEPT FOR THE DIFFICULTY IN UNDERSTANDING THE BRITISH DIALOGUE, YOUR PATRONS WILL FIND THIS A SATISFYING MYSTERY FILM.

BOX OFFICE SLANT: "YOU'LL HAVE TO MAKE A SPECIAL APPEAL TO MYSTERY FANS IF THE PICTURE IS TO MAKE ANY KIND OF A DENT AT THE BOX OFFICE.

Chasing Trouble

Monogram Drama 64 mins.

(Nat'l Release, Jan. 30)

Cast: Frankie Darro, Marjorie Reynolds, George Cleveland, Alex Callam, Mantan Moreland, Lillian Elliott, Milburn Stone, Tristram Coffin, Stanford Jolley, Willy Costello, Donald Kerr, Cheryl Walker. **Credits:** Original screenplay by Mary McCarthy. Photographed by Harry Neumann, ASC. Directed by Howard Bretherton. Associate Producer, Grant Withers. Scott R. Dunlap, In Charge of Production.

Plot: Frankie Darro, florist's delivery boy and erstwhile amateur handwriting expert, learns that the flowers spurned by Cheryl Walker are from Callam, one of the shop's

For Additional Exploitation Ideas on These Pictures Consult the Encyclopedia of Exploitation—See page 31

best customers. Callam tells Frankie he is a G-Man, and makes the boy his assistant. Later, it is revealed that Callam is the real owner of the flower shop, and that he and a gang are sabotage agents of a foreign government. Messages are transmitted by floral arrangements in corsages. Marjorie Reynolds, whom Frankie had introduced to Callam, unwittingly transmits these messages by flowers sent her. But Frankie, along with Stone, a reporter, succeed in tracking down the criminals.

Comment: Allowing for a few implausibilities here and there, "Chasing Trouble" is a good program offering made intriguing by a refreshingly different gangster slant. Flowers are the motivating factor in this instance and prove that a rose by any other name is not a rose but a signal for diabolical doings. Director Howard Bretherton keeps his story on the move, completing the proceedings with a thrilling pursuit. Suave and sinister, Alex Callam, apparently a newcomer, stands out with an excellent performance as the sabotage gang leader. Performances of Darro, Marjorie Reynolds, Lillian Elliott and Milburn Stone are satisfactory, but it is dusky Mantan Moreland who accounts for many amusing situations. If there's a handwriting expert in your town, have him "set up shop" in your lobby and analyze patrons' handwriting. Flower shops should be brought within your campaign fold, too. (FAMILY)

Catchline: "Flowers and handwriting lead to the crime of the century."

AUDIENCE SLANT: GOOD ENTERTAINMENT FOR THE MASSES.

BOX OFFICE SLANT: SHOULD DRAW FAIRLY WELL ON "ACTION" DAY.

Tin Man on Display

An actual tin man made locally was the eye-stopper lobby display created by Manager R. T. Barry of the Capitol Theatre, Chicago for the picture, "The Wizard of Oz." A special early kiddie show with a Crackerjack giveaway was also a part of the series of stunts to sell the picture to both children and adults.

Secretarial School Cooperation

A secretarial school cooperated with John Maloney, manager of the Grove Theatre, Chicago, in selling the picture, "Career." It furnished an eye-catching herald with the title, "For Women Only." There was a picture of lipstick and lips on the front cover with the inside spread carrying copy on the feature.

Four Boys as Ballyhoo

Starting two days prior to the opening of the picture, "Angels Wash Their Faces," Manager Marlowe Connor of the Avalon, Chicago, had a ballyhoo consisting of four boys, four wooden boxes, four wash pans and towels, soap, etc. The boys set up on a busy corner with the signs on the box hidden. At a given signal they started washing their faces and as a crowd gathered to see who was being initiated into what, the boys turned their boxes around to show the cards. They then distributed heralds.

Cracking a Tough Paper

With the aid of the publicity department, Bill Israel, manager of the Earle was able to garner some terrific space out of the *Philadelphia Inquirer*, reputedly one of the hardest sheets in town to crack. Heralding the arrival of Louella Parsons, the *Inquirer's* ace Hollywood columnist, the paper went for a full quarter page, co-op ad with complete theatre and date credits. Among the famous firsts in publicity, this break takes its place as one of the best, being the first time that this tough paper was cajoled into a tremendous amount of free space.

Egyptian Army Takes Over Cairo Theatre to Witness "Cavell" Film

The day after the premiere opening of "Nurse Edith Cavell" at the Studio Misr Theatre, Cairo, which included in its first night audience the British and American ambassadors, 150 trucks filled with 1,800 officers and soldiers drove up to the theatre.

The occasion was a special matinee held for the Egyptian Army. With traffic at a complete standstill along one of Cairo's main thoroughfares, thousands gathered to watch the Army march into the theatre—and lay down the admission price!

As the Misr Theatre is situated on the principal bus and street car lines, and this performance was being held at a time when the banks, government offices and department stores were opening, clerks were late for their offices and had to explain why. This gave the picture a world-of-mouth advertising campaign in which the circulation numbered in the thousands. The newspapers also played the matinee up in next morning's front pages.

All this was due to a special tie-up through the efforts of G. E. Georgoussy, RKO Radio's Near East General Manager. Additional tie-ups with the educational system for special juvenile matinees were also arranged.

Toy-Gun Giveaway

The Princess, Camden, long known as the center of six-gun play is really getting after the gun-shy patrons. Toy-gun giveaways promoted from Kresge's has been drawing a flock of kids direct from school; the only credit Kresge gets is a small imprint on the paper pistols. The chain outfit is prepared to do this wherever and whenever a theatre chooses to cooperate.

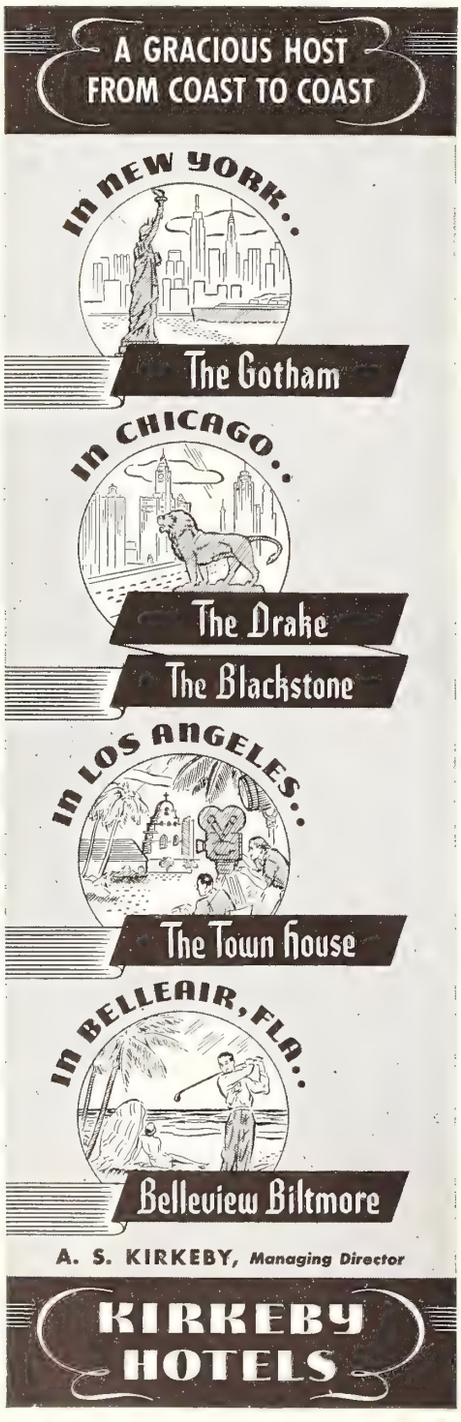


Advance Dope

MURDER ON THE YUKON

Mono. Western Feb. 17

Selling Names: James Newill, Polly Ann Young, Al St. John.
Director: Louis Gasnier.
Producer: Philip Krasne.
Story Idea: James Newill finds Al St. John, a miser, dead with a suicide note attached. Not finding St. John's money, he immediately becomes suspicious and his investigations lead him to a counterfeiting hideout. There he discovers that William Boyle, Polly Ann Young's partner in a trading post, was operating the ring, unknown to Polly, and that it was Boyle who killed St. John.
Catchline: "Single-handed . . . he captured a counterfeit gang."



THE CHEYENNE KID

Mono. Western Feb. 24

Selling Names: Jack Randall, Louise Stanley, Frank Yaconelli.
Director: Raymond K. Johnson.
Producer: Harry Webb.
Story Idea: Jack Randall makes an enemy of George Chesebro, when he takes the job of foreman of Louise Stanley's ranch away from him. On a buying commission for Louise, Randall gets into trouble at the gambling tables, because of a trap set by Chesebro. Frank Yaconelli, Randall's pal helps him get out of jail to prove his innocence, and Louise arrives with the sheriff in time to round up Chesebro and his gang.
Catchline: "His six-guns brought the ruthless thieves to justice."

TOO MANY HUSBANDS

Col. Comedy Not Set

Selling Names: Jean Arthur, Fred MacMurray, Melvyn Douglas, Harry Davenport.
Producer-Director: Wesley Ruggles.
Story Idea: Jean Arthur has been married to Melvyn Douglas six months when Fred MacMurray, her first husband, whom she thought drowned, shows up. MacMurray and Douglas make things worse by getting into some sort of rivalry over Jean's affections. The police finally get wise to the situation; then the law steps in and straightens things out.
Catchline: "He was an unwanted corpse at his wife's party."

ENEMY AGENT

Univ. Drama March 1

Selling Names: Richard Cromwell, Helen Vinson, Robert Armstrong.
Director: Lew Landers.
Assoc. Producer: Ben Pivar.
Story Idea: Richard Cromwell is jailed as a spy when a camera with photographs of a new bomb plane is found in his locker. Suspicious of Jack Arnold, he gets Marjorie Reynolds to ransack Arnold's apartment. Marjorie finds the blueprints of the plane and turns them over to the police, thus proving Cromwell's innocence.
Catchline: "Jailed as a spy . . . he received commendation for capturing a spy ring."

Binstock Promotes Toys, Games For His Big Christmas Party

Paul Binstock, manager of the Lyric Theatre, Hartford, Conn., recently staged a Christmas Party for which he promoted 1,000 toys, games, and books from a local dairy. Over 1,000 kiddies attended the party. Under ordinary conditions, Binstock states, the day before Christmas would have been very bad. As it was, it was big.

"Sob Sisters" Performance

A stunt that might well be worked out in other metropolitan centers, or even in average-sized communities, for that matter, was staged in New York recently when Gotham's celebrated newspaperwomen and "sob sisters" were invited to attend the premiere performance of "His Girl Friday" at the Radio City Music Hall. The film has metropolitan newspaper background and a girl reporter as its central character. Heading the list of those attending was Rose Bigman, Walter Winchell's secretary and "Girl Friday."

"Gulliver's Travels" Color Contests Rate High in Seven Key Cities

Among the highlights of the exploitation campaigns sponsored by exhibitors in seven leading key cities on "Gulliver's Travels," were coloring contests planted in local newspapers. Scenes from the picture were reproduced daily by the participating newspapers and prizes awarded for the most artistic coloring effects. These contests were comprehensively outlined in Paramount's press sheet on this production.

In Boston, Birmingham, Atlanta, Syracuse, Buffalo, Cleveland and Detroit local showmen cooperated with Paramount exploiteers and arranged color contests which resulted in the attraction receiving considerable local newspaper publicity.

Showmen's Parade

IRVING RUBIN, manager of Warners' Lake Theatre, Cleveland, has been shifted back to the Colony as assistant, since the closing of the Lake. STEVE DAVID, assistant at the Lake has returned to the Colony as chief of service.

MANNY PEARLSTEIN is handling the advertising and publicity department for Warners' Theatres in Cleveland during the illness of SYD DANNENBERG, who has gone to Hollywood for a rest. DON REILLY, formerly at the Palace in Sandusky is assisting PEARLSTEIN.

LOUIS ROTHENSTEIN, Cambridge, Penna. theatre owner, was married recently to MISS CELIA WEIN. Another recent marriage is that of JACK WHITE, manager of the Novelty Theatre, Pittsburgh to MISS MILDRED BREAKSTONE.

BUD SILVERMAN, district manager for Schine Theatres in Ohio, has been appointed city manager in charge of theatres in Rochester and vicinity. PAT McGEE, formerly manager of the Schine-Paramount in Syracuse, succeeds him in the district manager's post. GENE CURTIS, advertising director and manager of the Riviera in Rochester, succeeds him in Syracuse. BOB MEAGHER, assistant manager under CURTIS takes over CURTIS' duties. HARVEY COCKS has been shifted from Gloversville to the Strand in Rochester. BUDDY FREEMAN, manager of the State in Rochester and WALLY FOLKINS, manager of the Dixie have exchanged posts.

JOSEPH E. SHAGRIN has taken charge of the State Theatre in Youngstown, Ohio, replacing JOSEPH W. TRUNK.

NICHOLAS S. SCHERMERHORN, manager of WALTER READE'S Theatre in Saratoga Springs, has been transferred to the Community Theatre in Morristown, N. J., newest link in the Reade chain. JOSEPH LaCALLIE, transferred from Kingston, N. Y., replaces SCHERMERHORN in Saratoga Springs.

RALPH McGOWAN, manager of the Plymouth Theatre, Worcester, Mass., has been appointed supervisor of Fanchon and Marco Theatres in St. Louis. LAWSON DANIELS, manager of the Olympia, succeeds McGOWAN and WILLIAM J. RYAN, former house manager of the Roxy, New York, succeeds DANIELS at the Olympia.

DAVID WALD, assistant manager of the WB's Plaza Theatre, Pittsburgh, has been named manager replacing JAMES McHUGH, resigned.

HOME ON THE RANGE?



Well, not so you can notice it! But why doesn't he jump off? You might just as well ask why he keeps on racking his brain, spends sleepless nights and wastes many precious hours trying to create selling ideas on the attractions at his theatre when he could so easily avoid all this with a copy of the showman's favorite.

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You'll be surprised—and definitely pleased—with this handsome and informative volume on showmanship. Written by two author-showmen who know the answers because they've tried and tested every stunt within its 462 pages, here is a book that will grow more valuable to you every time you use it. Contests—Street Stunts—Lobby Displays—Newspaper Advertising, Tieups and Publicity—it would take triple this space to list all the thousand and one seat-selling suggestions, conveniently cross-indexed, that go to make up this answer to a perplexed exhibitor's prayer. Why "sit on a hot stove" any longer? Get off—get busy and mail that coupon today—now! You'll be glad—definitely!

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. . . Program Notes From the Studios . . .

With BETTE DAVIS and CHARLES BOYER in the leading roles, Warner Bros. have started shooting of "All This and Heaven, Too", under the direction of ANATOLE LITVAK. After extensive tests, BARBARA O'NEIL has been signed for the part of the Dutchess, while others are still being tested for top supporting roles.

GRANT MITCHELL, CHARLES D. WALDRON, HARLAN BRIGGS and CHARLES TROWBRIDGE have joined the supporting cast of SPENCER TRACY'S curret starring picture, "Edison, the Man", which CLARENCE BROWN is directing. JOHN W. CONSIDINE, JR., is producing.

BORIS KARLOFF'S next starring vehicle at Monogram will be "Chamber of Horrors", based on the HUGH WILEY'S *Collier's Magazine* stories. KARLOFF, who recently finished "Black Friday" at Universal, last played at Monogram in "The Fatal Hour".

Paramount has scheduled "The Ghost Breakers" to go before the cameras within the next week with BOB HOPE and PAULETTE GODDARD in the starring roles under the direction of GEORGE MARSHALL. Producer ARTHUR HORNBLOW, JR., has assigned PAUL LUKAS and ANTHONY QUINN to important supporting roles.

SAMUEL GOLDWYN is preparing to film "Black Gold" this summer with GARY COOPER in the starring role and ZORINA playing the top feminine lead. BORDEN CHASE, noted writer, is working on the screen treatment.

ERNEST TRUEX, one of the good comedians of old Broadway, has been signed to play the role of Lillian Russell's father in the 20th Century-Fox production of "Lillian Russell", now before the cameras under the direction of IRVING CUMMINGS. TRUEX joins a cast which includes ALICE FAYE, DON AMECHE and HENRY FONDA.

"Spring Parade" has been scheduled as DEANNA DURBIN'S next vehicle at Universal to follow her current production, "It's a Date." The famous JOE PASTERNAK-HENRY KOSTER combination will again function as producer-director.

Republic has signed JUDY CANOVA to a term contract. MISS CANOVA is now on road tour with "Yokel Boy", and will report to the studio upon completion of the run.

MARY HOWARD, last seen as Ann Rutledge in RKO's "Abe Lincoln in Illinois", is being negotiated with by the same studio for two more films, the first, the forthcoming GORDON-GOETZ production, "The American Way". MISS HOWARD is under contract to MGM.

"The Doctor Takes a Wife", now shooting at Columbia, features the first leap year proposal. The important question is popped by LORETTA YOUNG to RAY MILLAND, not vice-versa. Director ALEXANDER HALL has arranged for the doctor to still take his wife, but it is she who asks him to do it.

As a result of exhibitor reaction to the signing of EL BRENDEL as a permanent member of the Hopalong Cassidy series, Producer HARRY SHERMAN has ordered revisions in the scripts to include important roles for BRENDEL. Scripts will be ready when SHERMAN and WILLIAM BOYD return from the East.

GEORGE BRENT will be MERLE OBERON'S leading man for the second time when the recently created romantic team is re-united in "The Constant Nymph" at Warner Bros. MISS OBERON and BRENT were co-starred in the recently completed film, "We Shall Meet Again" at the same studio.

With completion of his production of "New Moon", with JEANETTE MACDONALD and NELSON EDDY, ROBERT Z. LEONARD will begin direction of "Pride and Prejudice", starring LAURENCE OLIVIER and GREER GARSON for MGM. HUNT STROMBERG is producing. The picture will be adapted from Jane Austen's famous novel, which was also a successful play.



Honored By Masquers Club

Praise, the like of which seldom rings in a man's ears, came to WILLIAM LEBARON, *managing director of production at Paramount studio, from 350 outstanding members of the Hollywood film industry who attended a banquet given in his honor by the Masquers Club at the actors' clubhouse on Sycamore Street. Photo shows left to right,* WILLIAM LEBARON, *receiving plaque for extraordinary achievement in motion picture industry,* EDWARD EARLE, *chairman of the dinner committee,* WILLIAM B. DAVIDSON, *President of Masquers Club, and* WILLIAM COLLIER, SR., *master of ceremonies.*



The Director Directs

Director CHARLES VIDOR *tells* LOUIS HAYWARD *how he wants a scene played for "My Son, My Son!",* EDWARD SMALL'S *production for United Artists release based on the best selling novel by* HOWARD SPRING.

"Miss Bishop" Script Nearly Ready

The script of "Three Cheers for Miss Bishop", RICHARD ROWLAND'S first film for United Artists release, is nearing completion. ROWLAND is waiting until the screenplay is in its final form before casting, as he has until August to deliver the picture. SARAH Y. MASON and VICTOR HEERMAN are working on the script.

Wanger Dickers McCrea

If WALTER WANGER can get clearance on JOEL MCCREA'S Paramount commitments, he will use him for the top spot in "Personal History", which is scheduled to go into production next week under the direction of ALFRED HITCHCOCK. The deal depends on whether WANGER can clear MCCREA before the start of "North West Mounted Police" which will be ready to shoot in March.

Argus Starts Production

Argus Productions' first picture, "Mystery in Swing", went into production last week under the producer-directorship of ARTHUR DREIFUS. The film is the first of five, with all-colored casts, that will be distributed by International Roadshows of New York and Hollywood. GOLDBERG and PORT are co-producers on all the pictures.

Louise Stanley Signed

LOUISE STANLEY was signed to play the feminine lead in "The Cheyenne Kid", Monogram's current western starring JACK RANDALL. The picture is being directed by RAYMOND K. JOHNSON under HARRY WEBB'S production wing.

Team Bennett-Hayward Again

JOAN BENNETT and LOUIS HAYWARD will be reunited again in the forthcoming EDWARD SMALL production, "The Son of Monte Cristo", which will be directed by ROWLAND V. LEE.



Child Star and Horror Man

BORIS KARLOFF, *king of the horror men, had a visitor the other day on the set of his new Universal film, "Black Friday". The visitor was none other than* GLORIA JEAN, *tiny singing star, and she is shown here learning how to make a cat's cradle under the tutelage of the resourceful* MR. KARLOFF.

"Round-Up" Sherman's First

HARRY SHERMAN, producer of the Hopalong Cassidy and Zane Grey pictures for Paramount, has announced that his first production for the 1940-41 program will be "The Round-Up", scheduled to go before the cameras on March 1. The picture will be a special on SHERMAN's program, and will be made in the high budget brackets.

Fine Arts Scripting Three

With the purchase of "Flying Heels", FRANKLYN WARNER's new Fine Arts Company has three stories being scripted for early shooting. BRADLEY KING has been assigned to do the script for "Derelict Street"; ARTHUR HOERL is doing the adaptation of his original "Dead Man Cipher"; and JOHN KRAFFT is working on "Flying Heels". "Dead Man Cipher" is slated to roll first with OTIS GARRETT directing.

News Agency Story for Robinson

"This Man Reuter," story of the journalist who founded the international Reuter's news agency, will follow "Brother Orchid" on EDWARD G. ROBINSON's schedule at Warner Bros. ROBINSON's latest picture, "The Magic Bullet", was completed a few weeks ago.

"Hooray" Additions

ANN MORRISS and SUZANNE KAAREN have been signed for roles in FRANK MORGAN's current MGM comedy, "Hooray, I'm Alive". They join ANN RUTHERFORD as the three young actresses in the cast which boasts such comedy players as BILLIE BURKE, NAT PENDLETON, REGINALD OWEN, FRANK ALBERTSON, HOBART CAVANAUGH and DONALD MEEK.

Lloyd Joins Universal

FRANK LLOYD, in association with JACK SKIRBALL, will produce exclusively for Universal on a new long-term contract signed last week. The LLOYD pictures will be top-budget productions, cast with important players and devised by the screen's top-flight writers. LLOYD will report to Universal upon completion of "Tree of Liberty" for Columbia.

RKO Officials at Studio

New York officials of RKO have been at the studio supervising the final editing and scoring of three important forthcoming releases—the GENE TOWNE-GRAHAM BAKER "Swiss Family Robinson"; GREGORY LA CAVA's "Primrose Path"; and GEORGE STEVENS' "Vigil in the Night".

Brenda Marshall as Flynn's Leading Lady in "Sea Hawk"

BRENDA MARSHALL is the definite choice of Warner Bros. for the leading feminine role opposite ERROL FLYNN in "The Sea Hawk", which went before the cameras last week under the direction of MICHAEL CURTIZ.

MISS MARSHALL, who made her screen debut in "Espionage Agent", was signed by the studio following her performance in a Federal Theatre Production of "On the Rocks", in New York. She is a native of the Philippines and went on the stage a few years ago.

The studio casting department is lining up 240 men to act as galley slaves on the Spanish galleon, in addition to the top supporting roles for which RALPH FAULKNER, GILBERT ROLAND, IAN KEITH, EDWARD RAQUELLA and FORRESTER HARVEY are being tested.

Arlen Signs New Deal at "U"

RICHARD ARLEN was re-signed to a new six picture contract by Universal, which will go into effect June 1. ARLEN still has one more to make on his old contract. ANDY DEVINE will continue to team with ARLEN in the new group.



Winners of Newspaper Poll

MICKEY ROONEY *and* BETTE DAVIS *receive honors in connection with the* CHICAGO TRIBUNE-NEW YORK DAILY NEWS *poll designating them as King and Queen of the movies.*

Paramount Signs Leila Ernst Sensational New Broadway Star

Paramount has closed a deal with petite LEILA ERNST, the Boston society girl who has electrified New York with her performance in the GEORGE ABBOTT hit, "Too Many Girls", making it the third successive year the studio has reached into Broadway for talent. In 1938 it was BETTY FIELD and 1939 MARY MARTIN.

The young star will make her film debut opposite JACKIE COOPER in the next HENRY ALDRICH picture, which will be a sequel to "What a Life", hit comedy of high school adventure and romance. The new picture will be produced and directed by TED REED who made the previous picture.

MISS ERNST is scheduled to report to Hollywood during the early part of March to start preparations for her screen role. In addition to being a talented comedienne, she is also an accomplished ballet dancer.

"Forgotten Girls" Starts

Republic's "Forgotten Girls", went before the cameras last week with PHIL ROSEN directing a cast headed by LOUISE PLATT, DONALD WOODS, EDUARDO CIANNELLI, ROBERT ARMSTRONG, WYNNE GIBSON and BARBARA PEEPER.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We see where LORETTA YOUNG and DOUGLAS FAIRBANKS, JR. are the winners of the annual "voice personality" awards, theirs being the finest voices on the screen according to the American Institute of Voice Teachers. Can't understand how they left ANDY DEVINE off the list, at least for clarity and tonal quality.

On hand with about 200 veterans and stars at the Los Angeles banquet, one of a series of 40, that will pre-sell Warner's "The Fighting 69th" to millions of picture fans . . . a colossal publicity stunt that will be remembered for a long, long, time. A swell idea for a swell picture.

The gang over at 20th Century-Fox has figured out that every time RICHARD GREENE kisses ZORINA in "I Was an Adventuress", it cost the studio $200, and with 33 kisses in the script, the budget has gone sky-high. Director GREGORY RATOFF now calls the picture a cavalcade of kisses.

J. CARROL NAISH, one of the meanest bad men on the screen, is collaborating with EDDISON VON OTTENFELD in the making of a phonograph record of dramatized bedtime stories and fairy tales for children . . . which should prove something, but what, we don't know. Next story will have KARLOFF doing a toe dance for the kids.

Universal is moving MARLENE DIETRICH from the wide open spaces of "Destry Rides Again" to the open wide spaces of the East Indies for "Seven Sinners", her next assignment at the studio . . . and to keep her from being lonesome three leading men have been written into the script.

Watching ANNE SHIRLEY and CLAUDE RAINS go through a heart-tugging scene for Warner's "Saturday's Children", and when Director VINCENT SHERMAN yelled "cut", the pair went into a clever dance routine. Incidentally, that SHIRLEY "gal" is a feast for your eyes.



It's MacMurray Behind the Foliage

The chap in the chair at left is not Peter the Hermit or a disciple of the House of David but FRED MACMURRAY, *currently co-starring with* JEAN ARTHUR *and* MELVYN DOUGLAS *in "Too Many Husbands," Wesley Ruggles' initial Columbia production. Since an elaborate, fully-equipped barber shop had to be built for the scene,* RUGGLES, *in chair right, thought he would have a shave too.*

WORLD-WIDE SUPREMACY

NINE out of the Ten Best Pictures chosen in the *Film Daily's* 1939 critics' poll were made on Eastman Negative Films. Two of the Ten Best Pictures were made in England, and both were on Eastman—striking evidence of the world-wide recognition of this film's excellence. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

NINE OF THE "TEN BEST" ON EASTMAN NEGATIVE

STR PRESENTS

A MONTHLY SECTION of THEATRE EQUIPMENT and MAINTENANCE

February 3, 1940

Do It Now Plan For Maintenance

THEATRE plant operation and equipment maintenance is a job that calls for organization. It is also a job, which if it is to be well done, requires the right kind of supervision. In view of which self-evident facts, it is strange, but quite true that the chief obstacle to good, efficient maintenance is the amount of time the average theatre owner or manager gives to thinking about the subject. He builds up a mental picture of maintenance as being a terrific task, and one that must be postponed until he "has plenty of time to work out a plan."

Which is all wrong. Efficient maintenance is simply a matter of organization and then mere routine. Specific tasks and inspections should be worked out and then put into force without fan-fare or soap-box orations to the staff.

One of the most important phases of maintenance is careful inspection. Inspection should be broken down to cover all parts of the theatre's equipment. The frequency of inspections depends upon the portion of equipment which is subject to the greatest amount of wear and tear and its consequent danger of breakdowns. Booth equipment, for example, should be inspected daily by the projections, with a more thorough inspection once a week.

This same system should be applied to all the other parts of the theatre. Janitors should be instructed to watch closely each morning or during the clean-up time *every* day, for loose seats, tears in carpets, loose stair rails, posts, etc. Boiler and ventilation apparatus must be checked daily with closer inspections every week.

Once the system is put into force and improved to peak efficiency, the whole job of proper maintenance becomes one of routine in which the responsibility for discovery of needed repairs falls on the shoulders of each member of the staff whose duties bring him in close contact with the particular equipment. Then the assistant and the manager should make their weekly or semi-monthly inspections to be certain that every piece of equipment is being checked and kept in condition.

This delegation of responsibility for the equipment has another valuable side. It undoubtedly gives the staff member a feeling of greater regard for the job he is doing.

Putting this systematic method of maintenance off until you have "plenty of time" is just another way of saying that you know you are flirting with trouble. The "putting off" plan has resulted in many expensive breakdowns with resultant refunds and general dissatisfaction among the patrons — who never relish the idea of having their entertainment interrupted even though they do get a refund. And, more important, the cost of repairing a complete breakdown is far greater than that of keeping the equipment in tip-top shape at all times.

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Installment Plan Improvements

Exhibitors Looking at Method as Sound Way to Renovate Their Theatres

ACCORDING to competent and informed observers, there never was a period in the life of the motion picture theatre when owners and operators of these properties were more generally interested in ways and means of improving their plants on the sound economical plan of "installment renovations." The widespread urge to brighten and renew existing theatres thus finds the means under existing conditions of achieving a desired end on a basis which fits into current economic trends and desires.

In view of a situation calling for a knowledge of what the market affords in materials for improvement of buildings—from the utilitarian as well as the esthetic standpoint—this journal here begins a brief survey of some of the articles that American manufacturers have developed for purposes of building and building decoration. Before referring specifically to any particular material, however, it is only right that we state here that there is no attempt to be made toward a technical study of any of these materials. Merely, we hope to be of service in calling attention to some of the many products which have value in producing effects and results at costs which are within the modest budget.

Made Cellar Useful

One of the places which in a great number of buildings—private dwellings, public office buildings, as well as theatres—is greatly neglected is the cellar. When oil burners and also automatic coal stokers became available to home owners, many a man who for years lived in a house of his own building and owning, suddenly discovered that there was a lot of good space down there under the layers of dust and grime. Thereupon America became cellar conscious, and playrooms, bars and ping-pong courts came up like mushrooms in the habitual place of domesticated mushroom culture—the basement or cellar.

What the home owner discovered about his own living place, many a theatreman has yet to learn about his own building. But there's no longer any excuse for having a "mystic maze" down there under the water pipes. There's valuable space for store rooms or work shop where exploitation display material can be wrought. In most cases all that's needed to reclaim the no man's land under the orchestra floor, is a good cleaning and some paint brushed on the walls. Dampness that leaks in from seepage, unless it be excessive, can be eliminated by the same investment and operation used to brighten up the cellar. This is done by a process which gives a handsome interior finish though primarily its purpose is to prevent dampness from ruining the cellar as a usable store space or work shop. This material may be applied inside, or outside the walls—several successful applications to the interior walls proving that water can be kept out by the treatment.

Floor Treatments

On several occasions STR has emphasized the importance of eliminating dust from the projection booth, with special emphasis on the destructive properties of dust particles which arise from uncovered floor surfaces. Covering material is used in many of the modern booths. But in addition to linoleum, there is a surface hardening material for all concrete floors—applied after the floors have been cured and dried.

Now, regarding the exterior of the theatre. Many houses, built some years ago, now present a grimy and uninviting appearance which simply cannot be covered up by bunting and cutouts, and, except at night, can't be corrected by lighting. Brick surfaces, unless they are very sound from an architectural standpoint, and smooth cement exteriors, which have become discolored and unattractive, need not be ripped out altogether to give the theatre a pleasing appearance. If the material is good and the structure sound, why not consider that old reliable freshener—paint? There are paints which have special applications to exteriors of cement, brick or stone. Color ranges are wide, giving the theatreman choice of effects which are best suited to his location and his particular building. These exterior paints, in the bargain, have an even greater value in protecting the surfaces and preventing dampness inside.

So far as floors in the lobby and the interior of the theatre are concerned, there is nothing that gives a place that down-at-the heel look so completely as worn and unsightly floors. The lobby can be fixed up in this respect with the addition of some new rubber mats—a necessity for appearance as well as utility during bad weather. If an entirely new floor is needed, the opportunity to put in one that will add greatly to the appearance and appeal of the lobby is even greater. For nowadays terrazo, or cement, floors that are laid in designs worked out by manufacturers of dividing strips (of metal) are not expensive when their effect and their wear is considered.

As to the wall treatment of lobby, foyers, auditorium and lounges, there the theatreman has something for the supply of which the market is rich and abundant. Plastic materials grained authentically and beautifully to conform to the finest woods; veneers processed so that they may be applied with all the ease of wall paper; "leatherettes" which are also as easy to handle as wall paper—a variety of materials are at hand. Perhaps insertions of panels on certain wall surfaces are all that is needed to give a rich, redecorated effect to the auditorium or other parts of the theatre.

So far as wash rooms and toilets are concerned, the messy effects of water splashed on exposed plaster surfaces and wood floors are things that will take the joy out of every visit to the theatre for the patron who makes use of these places on a trip to the movies. For the wall surfaces above wash basins and in places where water is likely to be splashed, there are materials that can be put on as easily as a piece of shingle on a roof. They have waterproof surfaces, can be scrubbed and polished down with a cloth.

Large Store of Materials

Thus, without even beginning to scratch the surface, are indicated only a few of the many products that can be used without great expense to accomplish wonders in the way of improving some of the bad spots that may exist—which do exist—in many a theatre. They are but a drop in the bucket of the large store of materials available for "installment improvement" for the theatre. That these and other materials of equal value are being overlooked in many a consideration of improvement jobs by theatremen, there is no doubt. If the reader is interested in more detailed information regarding any of the materials sketchily mentioned above, we will be glad to send him descriptive material. To receive this, merely drop a post card to STR, but please be sure to state specifically what type of product you wish more fully described.



The Schine Circuit will construct a new theatre, seating 400 and to be in the "junior" class for the chain, in Canandaigua, N. Y. Above, is the exterior as reproduced from a drawing by Architect M. J. DeAngelis.



Another theatre for New York state, above, the Fredonia, N. Y., house to be built for Herman Lorence, as shown in the drawing by its architect, M. J. DeAngelis. It will seat 850 and will cost approximately $50,000.

Theatre Accidents

Kuehn Gives First Aid Instructions For Care Of Minor Injuries

ALTHOUGH it is generally believed that only the de luxe theatres have matrons, it is well for any theatre with a large attendance of women to have a matron on hand. The cost will be very small and the service a matron can render to women in the theatre makes her a very useful person and one whose services are appreciated by feminine patrons.

A good matron should present herself in the manner of a hostess, helping with packages, outer clothing, offer matches and try in every way to make the patron comfortable. Aside from this she should be intelligent enough to talk about the current and coming shows, their stars, plot, etc. The matron should be subject to the orders of the chief of service and should refer all complaints to him. By no means should she ever argue with a patron and she should in general only speak to patrons when spoken to.

It is important that the matron have on hand at all times a needle, and thread of various colors, to make hurried emergency repairs. The matron should have a supply of change for candy and vending machines, telephones, etc. She should see that the towel racks are kept filled and that there is soap in the soap containers. She should make sure that the mirrors are clean, that the drinking fountain operates perfectly and that lounge chairs are tidy and ashtrays are emptied frequently. The matron should always be in the ladies' room at show breaks.

Duties of the Matron

The matron will often be confronted with the problem of a woman bringing a small boy into the ladies' room. She should be discreet about this and if the boy is too big, should respectfully suggest that she will call an usher to take the boy to the men's room.

The matron's uniform should be neat and clean at all times and she should make it a point to listen to all comments by patrons and report them to the management or the chief of service. She must check on light bulbs, etc. in the ladies' room.

Duties of the porters vary according to the size of the house, the number employed, etc. But in general, porters must keep the front of the house clean at all times, keep the lobby, stairways and foyers clean; check men's room frequently to refill towel containers, soap dispensers, etc.; polish glass in frames.

When accidents occur in the theatre, every precaution must be taken and every employee must be thoroughly schooled in how to act in such case. Most accidents are caused by falling.

When a patron falls, he should be assisted to an office where first aid may be administered. The spot where the accident took place should be examined to determine whether the carpeting was the cause. If it is the fault of the theatre, the manager should call a physician at once. If not, the patron should be asked if he desires his family doctor or a city ambulance. An employee of the theatre should never offer to take the patron home. If further mishap occurred whether as an indirect result of the first one or not, the theatre would be liable. A relative or a taxi should be summoned to convey the injured person to his home.

Whenever an accident occurs, a report should be made out, regardless of whether the patron claims to be injured or not and irrespective of the patron's desire to minimize the affair. For often, afterward, someone will suggest that a claim be made because the theatre is insured and if accidents are not reported to the insurance company promptly the company is not liable for payment of claims.

As a fitting end to Kuehn's Manual of Service he gives a list of first aid instructions. They apply to any theatre regardless of size or location and it would be well if you kept a copy of these regulations where any member of your staff may see them.

Ed. Note—This is the last of a series of articles on service in the theatre, much of the material for which has been obtained from a Manual of Service arranged by Rudy Kuehn, now district manager for Warner Bros. Theatres in New Jersey. Previous articles in this series have appeared in the issues of Oct. 14, Nov. 11, Dec. 9 and Jan. 7.

Fainting: Patron removed to cool and open spot . . . placed on settee or couch. Offer water—use smelling salts under nose, —perhaps a small amount of spirits of ammonia can be placed on cotton and placed under patron's nostril.

A member of the management should be notified immediately whenever first aid is to be rendered. The management will decide whether to call an interne or the house physician.

Headaches, etc.: If a patron asks for an aspirin, be sure to hand the patron the bottle and HAVE HIM TAKE THE PILL OUT OF THE BOTTLE AND ADMINISTER IT TO HIMSELF. If accompanied by a friend or relative, hand the bottle to that person.

The same ruling applies whenever a patron asks for a medicine to be taken internally. To avoid liability, NEVER ADMINISTER ANYTHING TO A PATRON WHICH IS TAKEN INTERNALLY.

Cuts, Bruises, etc.: It is preferred that the house doctor or an interne take care of this treatment. We may offer simple first aid consisting of an antiseptic, gauze and cotton or adhesive tape. NEVER TOUCH THE WOUND OR INJURY WITH YOUR HANDS. BE CAREFUL NOT TO TOUCH THE PART OF THE GAUZE OR COTTON WHICH IS APPLIED TO THE INJURY.

Removing Foreign Objects, etc.: If patron is alone and requests removal of object from eye, simply offer cotton with small toothpick and direct them to remove same. Do not attempt it yourself. If they are with someone, give cotton, etc., to the friend and have him remove object. All other cases should be left for doctor in case patron requests calling same.

New Lenses Increase Screen Illumination

The first commercial application of a special film coating to increase the light transmission of lenses was completed with the delivery of new projection lenses to twenty-five Loew theatres in the larger cities. Lester B. Isaac, Director of Projection and Sound for Loew's Theatres, ordered the new lenses for the first showing of "Gone With the Wind," after exhaustive tests by Bausch & Lomb had disclosed that screen illumination could be stepped up from 15% to 40% depending upon the type and focal length of the lense used.

Two processes are combined in the new method of producing non-reflecting lens surfaces, both having the same effect but differing in principle. While the inner glass-air surfaces are coated with a metallic flouride, the outer surface is subjected to a corrosive process in which oxides of high refractive index are removed from the surface leaving a thin structure of silica.

In each case the coating is held to a thickness of a quarter of a wavelength of light. Since both the film and the lens reflect light it is necessary that the crests of the waves from one beam shall fall into the troughs of the other. Thus being out of phase the waves neutralize each other and reflection is eliminated. The missing radiation reappears in the transmitted beam which may contain as much as 99.6 per cent of the original radiation.

When a beam of light falls perpendicularly upon a glass-air surface from four to five per cent of the light is lost by reflection at each surface, the precise amount depending upon the color of the light and the type of glass used. A crown glass-air surface reflects about four per cent of incident light, whereas a flint glass-air surface reflects six per cent. The transmission in the first glass is 92 per cent; in the second 88 per cent. The Bausch & Lomb Super-Cinephor with its high aperture and the new glasses developed for its several elements will have its light transmission increased by approximately forty per cent.

New Theatre in Florida Will Be Nestled in Sub-Tropical Setting

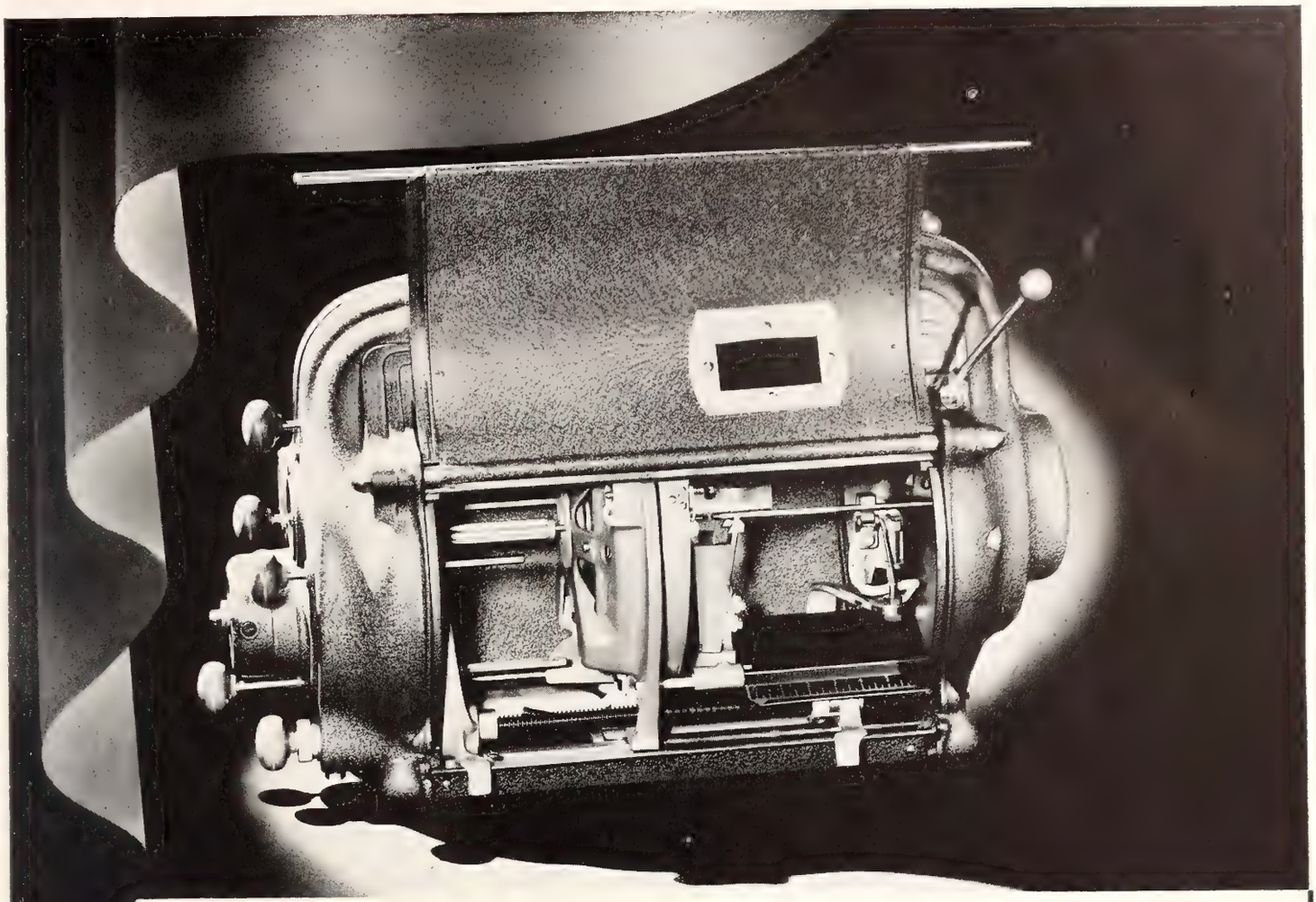
A 528-seat house to cost $35,000 is being constructed in Pass-a-Grille, Fla., by Stephen Girard of Boston. M. Winfield Lott is the architect and Clyde J. Keys of St. Petersburg, the contractor. Following Grecian lines, the theatre will be finished in plain white stucco with chrome trim. So that the house will be nestled in a subtropical setting of palm trees and colored foliage, plans are under way to beautify and landscape the surrounding space.

Pass-a-Grille is a part of the St. Petersburg area, and the new theatre is the first to be built in that locality since 1926.

Kutisker Building New Theatre

The corner building located opposite the new Queensboro Housing Project, Long Island City, N. Y., has been leased to Morris Kutisker, New York exhibitor, who will improve the property with the erection of a modern picture theatre seating 600.

Amusement Supply Co. Inc., New York City, theatre designers and equipment contractors, have been awarded the entire contract for construction and equipment.



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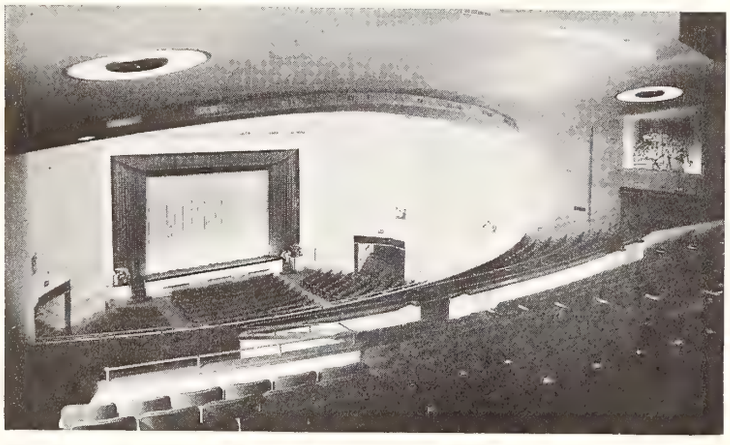
An Independent Theatre Supply Dealer will arrange a demonstration in your theatre.

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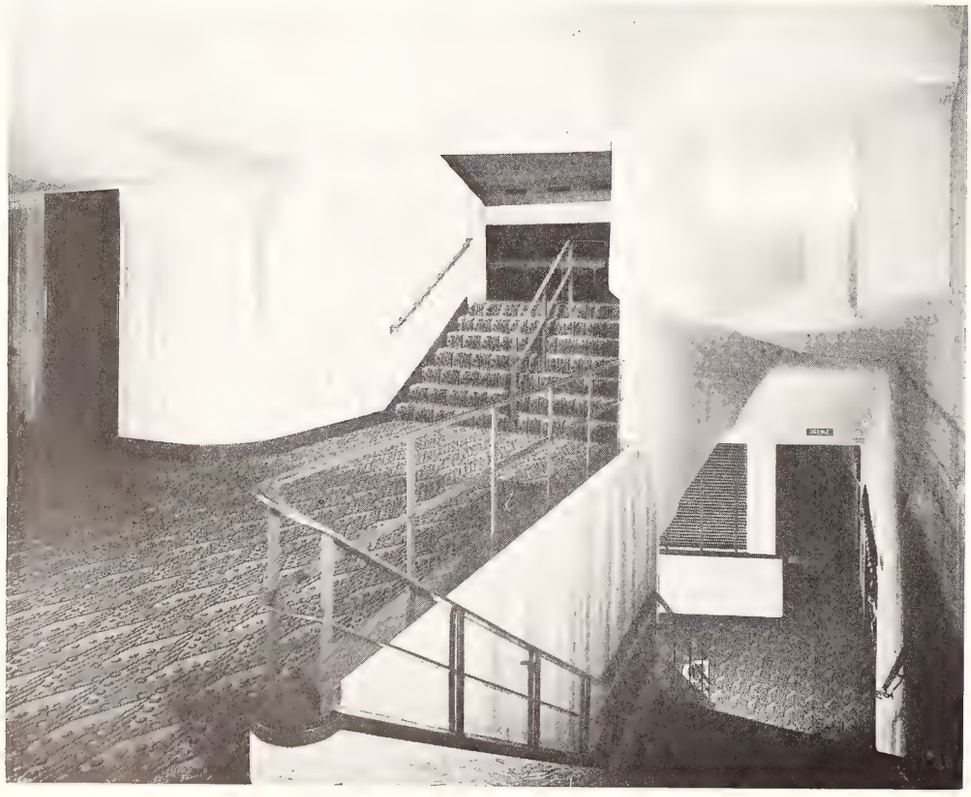
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Promenade, above: carpeted floor, inlaid rubber mats at entrance doors. Keene Cement wainscoting with graining inlaid while plastering, Craftex upper walls and ceilings, Anemostats with indirect lights, metal venetian blinds. Left: the auditorium, has continuous bands of reflecting coves, colored acoustical plastered walls and ceiling. Below: stairway to lounge and balcony, with walls and ceiling as in promenade.



Clinton, De Luxe Brooklyn House

ONE of the country's most widely heralded low rental housing developments has created a new residential section which makes what is practically a town in itself, and it is natural that a theatre in the most modern style should be one of the most important elements of the famous Red Hook section of Brooklyn, N. Y.

Here illustrated are some of the most important features of the new Clinton Theatre which was built to serve the community that has grown on land which formerly was occupied by 400 dilapidated buildings, mostly frame. The Clinton is operated by the Randforce Circuit, and was designed and engineered by William I. Hohauser, Architect, of New York.

The Clinton Theatre is located on Clinton Street practically opposite the axis of 1800 feet of landscaping forming the central feature of the apartment development. It is in every detail in harmony with the highly modern and very simple design of the housing development's exterior architecture. To suit the theatre completely to its surroundings, Mr. Hohauser decided to thoroughly streamline not only the exterior of the house but the interior as well. How well this scheme has been made to serve its purpose and give at the same time the impressive effects which belong in the showhouse, is illustrated in the views of the interior portions reproduced on this page. In accomplishing this desideratum, the architect employed highly effective lighting to give form and color to the well-proportioned lines.

In addition to representing the experience and resources of the architect, the Clinton as a finished product of notable interest, also shows the advantages which accrued from the seasoned knowledge and showmanship of Louis Frisch, Samuel Rinzler and William Yoost, heads of Randforce Corporation, all veteran theatremen, which built and owns the house.

The exterior of the building is of varied colored smooth face brick laid with horizontal tooled joints and trimmed with cream colored terra cotta. The corner entrance is accentuated with a curved marquee and vertical sign of stainless steel and porcelain enamel, further accentuated by a forty foot high glass brick tower illuminated from behind with mercury vapor reflective lights.

Off the main lobby is the promenade leading to four longitudinal aisles of the main auditorium floor and two wide stairways to the lounge and balcony. The seating capacity of the auditorium is 944 and of the balcony is 700; the balcony being divided into a loge and an upper section. All interior lighting is indirect, featuring various combinations obtained by blending all colors through dimmers.

Credits

National Theatre Supply Co.—Sound and Projection, and Furniture.

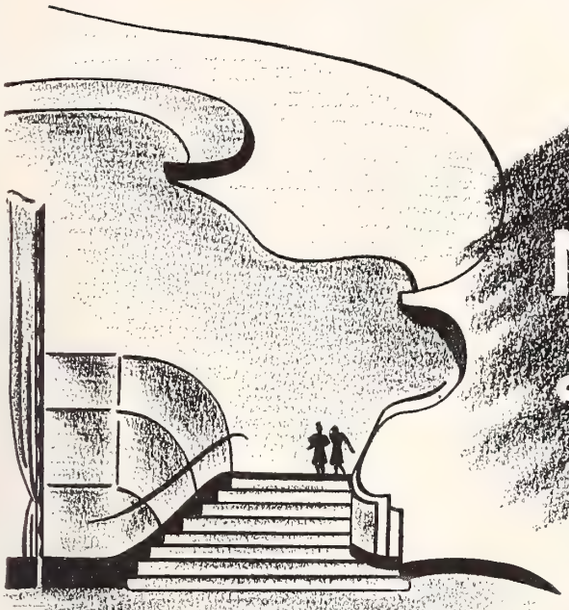
Joe Hornstein, Inc., New York City—Carpets, drapes and Ideal Seating Co. chairs.

Vallen, Inc., Akron, Ohio—Curtain track and control.

O. W. Jackson, New York—mats.

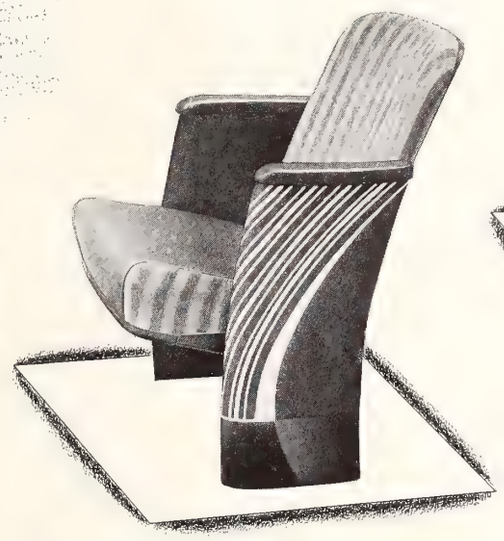
Continental Sign Co.—Marquee and signs.

Battisti Studios, New York City—Decorating.

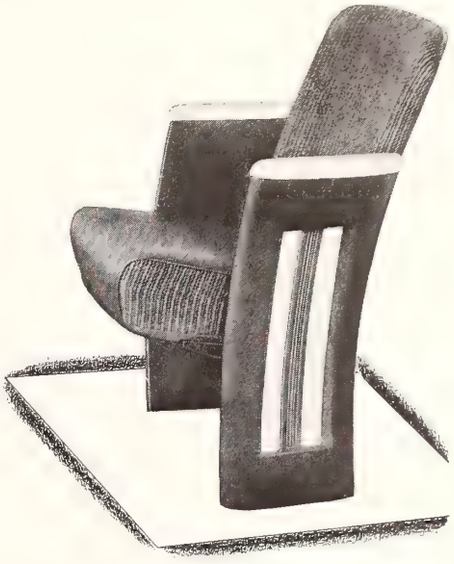


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Midwinter Theatre Hazards

By HENRY ANDERSON

Paramount Insurance Dept.

IN THE Spring we somewhat naturally turn to housekeeping and improvement of our properties. In the Fall, we generally make general preparations for winter. The next thing we know we are busy with the holiday season and many of the conditions which we checked carefully in our theatres in the beginning of the winter require careful rechecking.



Henry Anderson

It has been established that accidents to persons and also that fires increase in the winter time. Not only should we continue our daily routine checking of the theatre but we should in mid-winter have a careful inspection similar to that given in the Spring and Fall.

The best way to be certain that you have given your theatre a check-up is to start at the roof. This may not be the most pleasant task in midwinter but it may be the most important. Check over the tanks on roof; be sure that the tanks used for fire protection are not frozen and that the tank heating system is in proper operation. See that the tank cover or roof is in good condition and will not blow off during some of the wintry blasts.

While you are on the roof, examine the sign and the sign supports and be sure that they are in good condition. Remember that signs may be overloaded with sleet and this with high winds may put them to a severe test.

Examine the cornice to be sure that frost has not loosened up any bricks or tile and that there are no icicles hanging or forming on the cornice or walls. Examine the condition of the roof. A leak avoided may save you a substantial amount of money.

If there has been a heavy snow, it is necessary to shovel it off the roof, for with the long roof spans found in theatres, great care must be taken to avoid overloading.

Examine the fire escapes to be sure that they are clear of ice and snow and that they can actually be used—Now!! If the fire escape is of the counterbalanced or other automatic type, test it to be sure that it has not rusted or frozen solid. Look at the marquee for snow loads and general conditions. Check up on the marquee supports. If there are any roof structures, such as fan housings, be sure that they are in good condition and will not be blown down or overloaded with snow. When you have left the roof, on your way down, check up on the exit doors, being certain that they are not obstructed or blocked by snow or ice.

We now come to the sidewalk. The law of the sidewalk may be complicated but in general it seems to be the duty of the theatre owner to see that the sidewalk is kept clear of ice and snow. There was a recent decision which may be interesting to the theatre owner. It was to the effect that while the city was responsible for the condition of the sidewalk, the city had an ordinance requiring the property owner to keep the sidewalk clear of ice and snow. The property owner did actually clear off the sidewalk but made a poor job of it leaving a certain amount of ice behind. If he had not attempted to clear the sidewalk, he would not have been held liable in the accident that ensued, although he might have been arrested for violating the city ordinance, but inasmuch as he attempted to clear the sidewalk and did it in a negligent manner, he, the property owner, was found liable.

The marquee and the remainder of the front of the building should be carefully examined for icicles, or leaks or drippings which might cause icicles, or the formation of ice on the sidewalk. Time and again theatre owners have been held liable as a result of accidents from these causes.

While you are at the sidewalk level, examine all of the areaways and the exterior fire escapes. Be sure they are all free of snow, clear to the street.

Constant Vigilance Pays

The heating system should next be examined. In severe weather you may be forcing your boiler or heating beyond its capacity. You should, therefore, be sure that it has been checked up recently by some competent person, such as an engineer of one of the boiler insurance companies. Make whatever tests may be necessary of the various automatic devices on your oil burner. If you are burning coal, be sure that ashes are handled in metal receptacles only and that there is no accumulation of rubbish or kindling near the fire.

Examine the furnace flue and be sure that it is well supported and not in a rusty or dangerous condition. Be sure that all steam pipes are clear of combustible material.

Rubber, leather or other mats used at time of snow or rain present another accident hazard. While they are often primarily installed to prevent accidents, sometimes they are laid so carelessly that they cause accidents. You may be certain that you will be held liable if anyone trips over them. The heavier type of mat with a deeply corrugated surface is best. A thin mat with a smooth surface is likely to cause accidents due to becoming slippery and edges curling.

It is not at all unlikely that the midwinter inspection is by far the most important one. It certainly may avoid your becoming involved in claims or suits.

Guard Against Burglaries

THOUSANDS of dollars are lost every year in theatres through burglary. Managers and cashiers are held up at the point of a gun, and receipts are stolen from the theatre at night. No matter what the size of the house, larceny of its receipts is a serious matter. A day's receipts in the Dream Theatre in Squeedunk bears the same relation to the overhead as a day's receipts in the Radio City Music Hall. Neither can afford to be robbed.

One of the first and most elementary precautions is to lock all money, records, etc. in a safe. Furthermore, any room in which the safe is located should have a strong lock on the door besides.

One cardinal rule to prevent holdups is never to leave the box office with too much money in it. The cashier should never have more than a limited amount of change on hand. Small forms should be prepared which are receipts for money handed by the cashier to the manager, treasurer or assistant for safe keeping until the close-of-the-day accounting. These can be filled in with the hour, the time of day, the amount of the money and a space for the signatures of both the cashier and the recipient of the funds.

When the cashier enters or leaves the box office someone should accompany her. If a policeman is on duty around the theatre, no doubt the officer will do this, but if there is no policeman, the doorman or manager or his assistant should walk from the box office to wherever the safe is located and not leave until the door is locked.

The cashier should have some sort of alarm system in the box office and should be carefully instructed on how to use it. A test should be arranged at some hour convenient to the police department in order that it may cooperate in the test. This alarm can be of various types. Among these is a footrest bar which when lifted by slight pressure of the foot sets off an alarm signal. This movement would be imperceptible to the hold up man. A button on the floor in a corner within easy reach of the cashier is another method. This could ring an alarm signal in police headquarters and in the manager's office, or it could set off a siren outside, attracting immediate attention.

When making deposits at the bank, an officer should always accompany whoever makes the deposit. Many banks will arrange to have their own guards do this and police departments in most towns will insist on having a policeman accompany anyone making a large cash deposit. Whoever makes the deposit should under no circumstances ride in any public conveyance or loose his hold on the money for a moment. In the case of night depositories, it is comparatively easy for holdup men to make away with the receipts unless the depositor is properly guarded.

Another new device to thwart holdups has been brought out recently by the Royal Metal Manufacturing Co. It is a metal cashier's chair with a heavy steel triple locked safety deposit box located under the seat in such a manner that the cashier may slip in money through a slot. Two keys are required to open the box—one of which is held by the manager, and the other by the cashier. Special channels are provided for anchoring the chair to the floor so that it cannot be removed. The chair itself slides into these channels to permit adjustment to the comfort of the occupant.

The surest way to prevent holdups and burglaries is to follow closely any instruction given by your local police department. In many instances the police have told theatremen who have been robbed, "If you had done what we told you in the first place, this would never have happened."

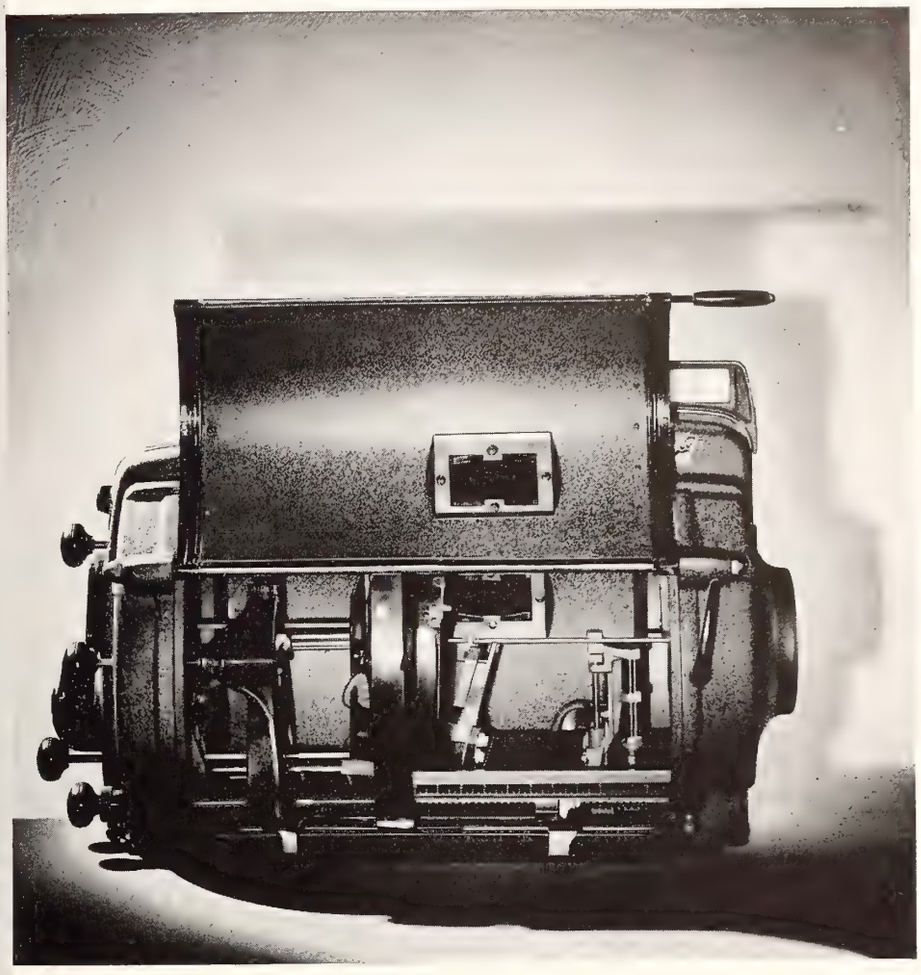
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ANOTHER EXAMPLE OF Simplex ENGINEERING EXCELLENCE

The Bulletin Board



Architects' drawing of the exterior of the Hawaii Theatre, now in construction on Hollywood boulevard, Los Angeles. The project, scheduled for completion early in March, will represent an investment of $250,000 for land, building and equipment. The building will include two stores. The theatre will be operated under lease by Galston and Sutton, operators of the Marcal Theatre in Los Angeles.

Theatre Construction

Bids have been asked on the construction of a new theatre in Kelso, Wash. W. G. Ripley, manager of the Columbia Theatre in the same city, is the owner. The present building will be removed and new, more modern and luxurious playhouse erected on the site at a cost of $65,000.

The Saegener Circuit will build a new suburban theatre in Mobile, Ala. where it already operates a number of houses. The building will cost $30,000 and will be constructed before Dec. 31, 1941. The circuit took a 25-year lease on the property with a 10-year renewal option.

Construction has begun on a $25,000 theatre building in Peego Harbor, Mich. The building will be air-conditioned and is expected to seat from 600 to 800 persons. The structure will be completed by the middle of May. It will be operated on week ends only.

Daniel Markowitz of the Premier Theatre in Los Gatos, Calif., has announced that construction of a new theatre in that city will be started in June or July. The structure will cost $50,000. Architect Duncan Cramer is drawing the plans. Louis Zelinsky will operate the house.

Contracts have been signed for the construction of a $60,000 theatre in Hollywood., Stern Bros. Realty Corp. is the builder.

Max Goldberg, theatre operator of Falmouth, Ky., has begun construction of a new theatre in that city. The house will have a seating capacity of 600. It will be of brick and concrete construction. Goldberg will abandon his present house when the new one is built.

Fox Mid-West Theatres has taken a 20-year lease on a piece of property in Marion, Ill., for the construction of a new theatre. It will be a modern house in every respect and will seat 600.

Logansport, Ind., will have a new theatre ready for use by May 30, it is announced. Herbert Sullivan, present manager of the Roxy Theatre in that city will manage the new house which will seat 1,140 persons. The house will have full refrigeration and air conditioning. The stage will be 16 feet deep with a 40-foot opening providing space for possible stage shows.

R. B. Talbert, city manager in Spartanburg, S. C., for the Wilby-Kincey Theatres, has announced that the circuit will build a new house there to replace the Criterion which will be closed.

Permission has been granted for the construction of a new theatre in San Mateo, Calif.

Actual ground breaking for the construction of the new theatre in San Leandro, Calif., is expected to start within a few days. David Bolton, division manager of the circuit which is building the theatre stated that he expected that it would cost $140,000 to erect and that interior decorating and equipment would come to another $40,000, both figures exclusive of the cost of the land.

Work has been started on razing the ruins of the fire-destroyed Bristol Theatre, at Bristol, Conn. to make way for the construction of a new house. Architects and engineers from Warner Bros., owners of the house, are rushing plans for the new edifice.

David Snaper, owner of several New Jersey Theatres, has announced the construction of a house costing $75,000 in Fords, N. J. The new structure will contain 1,000 seats and will be completely air conditioned. It will be of the stadium type.

Renovations & Openings

Work has been nearly completed on the remodeling of a bank building in Vinita, Okla. Richard Fryer, Sr., and his son Richard Fryer, Jr., will operate the house. This is Vinita's third thaetre.

The Nusho Theatre at Broken Arrow, Okla., is being completely renovated and remodeled. A. Walker, the manager, has torn out the lobby, making room for 100 more seats in the theatre. Upholstered chairs have been ordered for the whole house. A new modernistic front with chrome edge striping is being built and the floors are being concreted throughout.

The latest type of seats and other improvements are being installed in the Liberty Theatre, Kellogg, Ind. The interior will be decorated with a satin damask in panel effect and new lighting equipment will be installed. A new marquee is being erected and the auditorium, lobby and foyer will be completely redecorated.

Bids have been called for on the remodeling of the Fox Theatre in Stockton, Calif. Several thousand dollars will be spent in renovating the house completely.

The Schine Circuit intends to remodel a building in Potsdam, N. Y. for a theatre. Three stores at present occupy the building

The Dillon Theatre in Morehouse, Mo., has opened for business. W. H. Dillon is the owner and Kennard Dillon, his son, is managing the house.

A sound system and other improvements are being installed in the Teatro Obregon in Nogales, Sonora, Mexico, just over the border.

The Joyo Theatre at Fairfield, Neb., is being dismantled and its equipment will be moved to the Clay Theatre in Clay Center, which will be extensively remodeled at the same time. Fred Anderson is the owner of both houses, having recently purchased the Clay Theatre from Paul Tramp.

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Exterior of the new Shea theatre for Buffalo. It is the main feature of a building project to occupy a complete square on a site in the Amherst (residential) section of the city. The building extends 200 feet on the street frontage, with several stores included. Parking space for 500 cars will be provided for in the square behind the theatre and stores. Auditorium of the theatre will be 160 feet in length. The project will involve an expenditure of about $250,000 for land and building, exclusive of theatre equipment. Michael J. De Angelis, Architect.

Fire Losses

A loss of $22,000 was sustained when the Gem Theatre, Colusa, Calif. was destroyed by fire. Ned Steele, the owner, said that the house would be rebuilt.

Fire of undetermined origin completely destroyed the Star Theatre at Star City, Ark., entailing a loss of $15,000. The building was owned by A. J. Johnson and the theatre was operated by Robert Mitchell.

The Plaza Theatre at Harrison, Ark., burned to the ground recently with a loss of $20,000. The building had been recently remodeled.

C. H. McCroskey, owner of the Allied Theatre, Dermott, Ark., has announced that he will completely remodel the theatre following a fire which damaged it to the extent of $7,000. McCroskey said he would spend an additional $2,000 in improvements. The blaze was caused when film in the projector exploded.

The 40-year-old Bristol Theatre at Bristol, Conn. was completely gutted by fire last month, causing a loss of $50,000. Warner Bros. operated the house.

Dr. A. A. Womack, owner of the Lyric Theatre, Manchester, Tenn., has announced that work on the reconstruction, following a disastrous blaze last month, will start as soon as possible.

The Dixie Theatre at Huntsville, Ark., was badly damaged by fire last month. The blaze started in the projection room.

Thee $1,000,000 Capitol Theatre building in Pittsfield, Mass., was badly damaged by fire last month. The house was operated by the Goldstein Brothers, operators of the Western Massachusetts Theatre Circuit. It was built in 1922.

The building and equipment of the Colonial Theatre in Troy, Missouri, were damaged to the extent of $6,000 in a fire last month. The theatre was operated by Charles Rudolph.

The Mardi Gras Theatre at Concy Island, New York, a famous old landmark, burned to the ground last week.

White Neon Tubing Seen As Brilliant Illumination

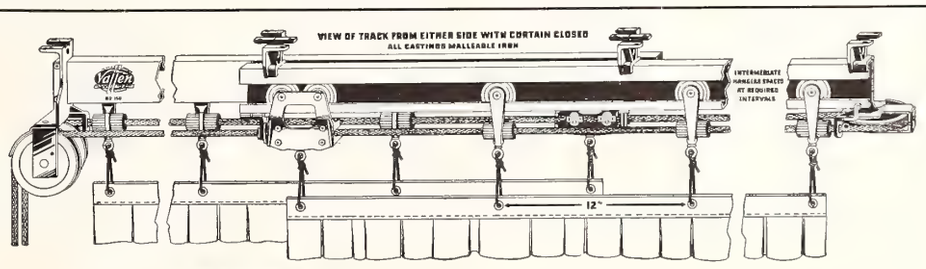
Neon lighting has advanced considerably since it was first introduced a few years ago. Almost every electric sign in every town, hamlet and large city throughout the country is illuminated by neon—a fact that speaks more for the practicability of this method of illumination than all the words anyone could write.

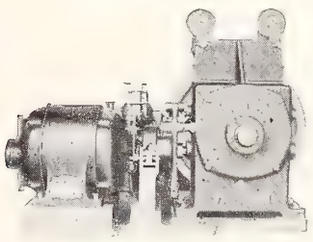
Those theatres and other establishments replacing their electric bulbs with neon tubing have, in the majority of cases, gone in for red, inasmuch as this color is especially brilliant and quickly attracts attention. But so strong has been the trend to red, that when one looks down the street of almost any community, all that greets his eye is one conglomeration of crimson. It is difficult to distinguish one sign from another.

Wise were the heads of the Roxy Theatre in New York when they chose to use green neon tubing in the huge vertical "Roxy" sign. Among all the reds, this green sign stands out like a beacon in a storm; it can easily be seen blocks away.

Not a color at all, the new white neon is as bright and brilliant as any colored tubing we have yet seen. So far we have seen only one installation of this "white lighting," but that one observation has convinced us that this "opposite of black" can make all the colors, including red, green and blue, seem pale and dismal in comparison. Also springing up here and there is a "lavender" shade that easily draws the eye away from other colors.

Take a look at your own theatre front and sign. Does your neon lighting blend in so well with that of other signs that it is next to impossible to distinguish your theatre from the dozens of other establishments? Whether you are now using neon tubing, or whether you plan to replace your light bulbs with the new form of lighting, it would be wise to consider carefully before you select the color. Make sure that your illumination is in marked contrast to that used for other signs. Make sure that your theatre is the brightest spot in town, outside as well as inside.





Noiseless ALL-STEEL CURTAIN TRACKS AND AUTOMATIC CONTROLS

For Every Size and Type of Stage Installed in Leading Theatres Everywhere

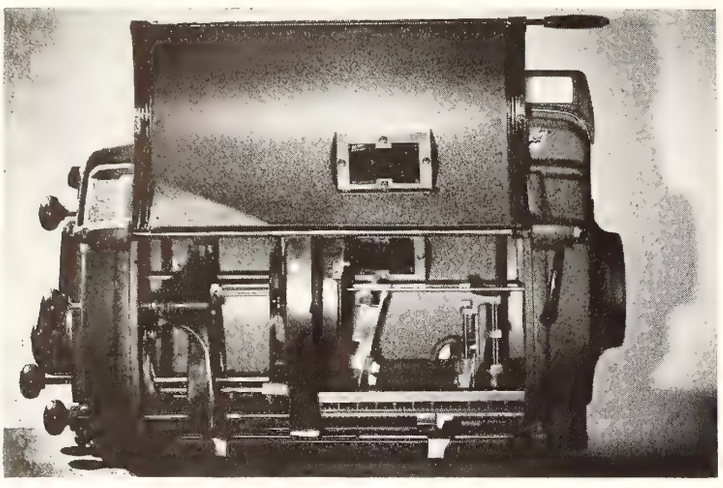
Vallen No. 11 Aero Speed Curtain Control

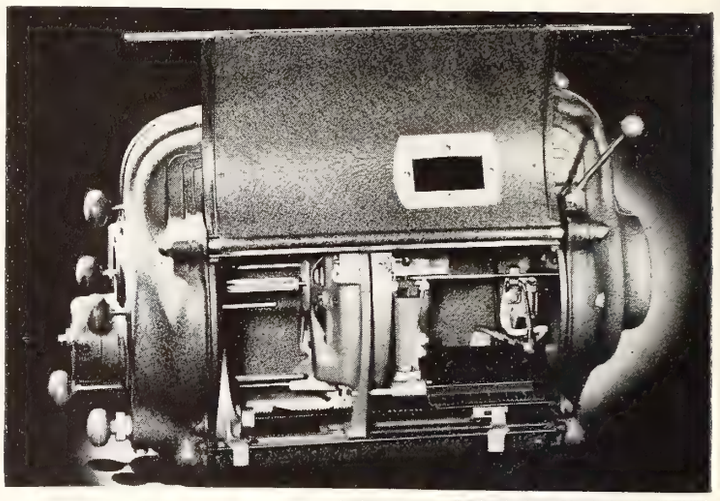
These world famous curtain tracks and controls are built with precision for smooth, noiseless operation and safety; durable and strong; accurate in detail; easily installed; fool-proof and trouble-proof; permanent in service and covered by an absolute guarantee of lasting satisfaction. Write for literature and prices, describing your requirements.

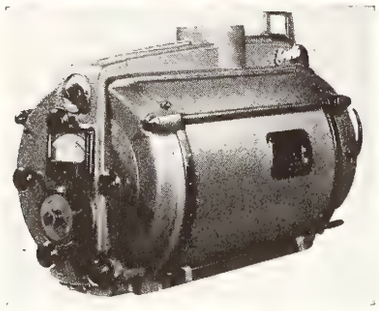
THE SEAL OF 11 LEADERSHIP
Vallen
WORLD'S LEADING MAKER OF CURTAIN CONTROLS AND TRACKS
SPECIAL OPERATING DEVICES

VALLEN, INC., AKRON, OHIO

DC Intermediate Lamps from Strong and National





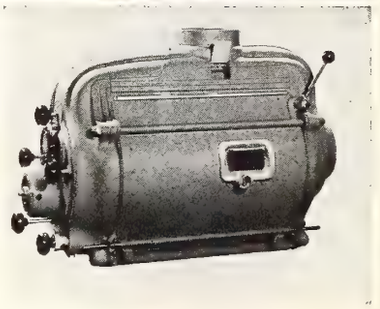


Simplex High Intensity

Above and at left, the new Simplex High Intensity Projection Arc Lamp now being marketed by National Theatre Supply Co. This lamp also operates on direct current; provides brighter light for smaller houses.

Strong Utility High

Operating on direct current and offering the moderate sized theatre a greatly improved light source, the unit illustrated is seen above with the interior exposed, and right with housing, in streamline style, closed.



THAT the new direct current intermediate capacity high intensity projection arc lamps, announced recently by National Theatre Supply Company and the independent theatre supply dealers representing the Strong Electric Corporation, provide the most important development in projection arc lighting since the advent of the low intensity arc is indicated by the quick acceptance by a large number of theatres for which this lamp was especially designed, say the sponsors of these new equipments.

It is reported that sales of the new arc have already put the manufacturers weeks behind in filling orders.

More Illumination

This new intermediate high arc, it is claimed, projects the characteristic snow white light of the high intensity in a volume about twice that of the low intensity and about half as much as is available with the conventional high, and at an overall operating cost in current and carbons hardly more than with the present low intensities. The small amount of power consumed by this direct current intermediate high intensity lamp generates so little heat that a simple burner mechanism and a small lamphouse are permitted, making possible the popular price of this equipment.

One, Two and Three Phase

The new arcs are available at no additional charge, for use with single, two or three phase a.c. line service, so that the medium sized theatres in neighborhoods where only single phase power is available, can have high intensity projection without being penalized for single phase equipment.

The new direct current lamp with its associated rectifier equipment is offered as a coordinated lighting unit. Each rectifier uses 4 15 ampere tubes to supply a total lamp load of only 40 amperes at 27½ volts, which load so far below the rated capacity of the tubes as to assure exceptionally long life.

The direct current intermediate high burns the regular 7 m.m. Suprex carbon at 40 amperes with 27½ volts across the arc which is such a low current density for this diameter carbon that it consumes 5½ inches per hour, permitting the showing of six of the new sized reels per single 12 inch positive carbon.

The 6 m.m. x 9″ negative carbon which burns at only 3.3 inches per hour, is a new type developed by National Carbon Co., and sold under the trade name of Orotip (C). No carbide is formed on the tip when operating at low voltage with the short arc gap length.

The intermediate capacity lamp is a simple, direct current arc, and can be used on any standard projector equipment.

Circuit Continues Modernization

COMPLETING its second recent theatre renovation in New York, the RKO circuit's 81st Street Theatre steps into line with the famous Palace Theatre on Broadway as one of Gotham's most modern picture houses. Like the Palace, the 81st Street's lobby and front have been completely overhauled and boasts of being the first neighborhood house in the city to feature the plate glass doors which proved so successful at the Palace that the RKO construction department later adopted them for the State in New Brunswick, N. J.

The architectural elements employed in the treatment of the RKO 81st Street lobby are skillfully blended to create an over-all effect of warmth and beauty. The display frames are deep and employ modern lighting methods which brilliantly emphasize the copy and color of the advertising. The outside frames have bronze and stainless steel trim matching the trim of box office and vestibule walls. An overhead frame in the lobby has an illuminated glass background with silhouette letters.

The box office is constructed of bronze and plate glass with stainless steel trim, its design blending with the plate glass doors, wall trim and display frames. The lobby vestibule walls are of green marble with metal trim. The marquee soffit is brought back to the entrance doors; thereby, giving brilliant lighting effect to this outer area. A touch of color is added by colored rubber floor mats which extend into the lobby in semi-circle behind the glass entrance doors.

In the lobby proper, the walls have been furnished with lace wood. The ceiling has a concealed strip light cove whose surface is scientifically shaped to properly diffuse the illumination from the fluorescent lights in the cove over the entire lobby area. There are no wall brackets and the illumination of the display frames cause them to be prominent and attractive. The color of the floor carpet blends with the other decorations and is largely responsible for the effect of warmth which is produced.

The illumination level is gradually reduced from the lobby vestibule to the auditorium, conforming to the most modern practice in this respect.

Admissions Control Temperatures

Temperature and air conditioning in the State Lake Theatre, Chicago, is controlled by the box office, it is claimed, since installation of 4 Westinghouse condensing units, which work independently or in unison as required by the number of persons in the auditorium at any one time.

MORAL IN RHYTHM

His patrons have no favorite film;
Each year make no selection.
All pictures look alike to them
Because of poor projection.

Golde Announces New Line of Sand Urns, Steel Booth Tables

A new line of moderately priced sand urns and steel booth tables has been announced to the trade by the GoldE Manufacturing Company of Chicago. Of the usual heavy GoldE construction, the sand urns have the full-spun CuNi plated top, with ornaments as modern as 1940, according to the manufacturer, and priced moderately for quick turnover.

Described as having a top of heavy gauge cold rolled steel, formed and reinforced at all corners, the new booth steel table is made in both five- and six-foot lengths. One drawer is in the five-foot table; two in the six. The tables are of sturdy construction and welded throughout, since no bolts or rivets have been employed. All joints are solidly welded. Legs of heavy angle iron are welded to the body and cross braces. Each table has a leveling device.

Chief among the features appreciated by projectionists is the lip at the back of the table which prevents schedules, tools and other material from being pushed off the back end.

Many Uses for Robot Switch

An automatic electrical device which responds to almost unmeasurable electric change in the human body to turn lights on and off, sound alarms, and perform numerous other services, has been developed by RCA.

Known as the RCA Electronic Control, the device is a capacity-operated relay. No photocell or light beam is utilized. The relay responds instead to the change in electrical capacity which taken place when a person approaches.

Applications for the Electronic Control in the theatre extend from novel lobby displays which light up when a patron approaches, to protection against illegal entry into the theatre through exit doors. The unit is housed in metal cabinet, and is completely self-contained. It operates from a standard 110-volt AC power supply.

Ice Machine Sales Increase

For the first quarter of its fiscal year, the York Ice Machine Corporation's sales volume is 47 per cent ahead of the same quarter last year, according to William S. Shipley, president. In the three months ending December 31, 1938, orders booked amounted to $2,438,946, but for the same period last year they amounted to $3,588,629.

S.O.S. Corp. Acquires Int'l Theatre Accessories, Affiliate

S.O.S. Cinema Supply Corp. has taken over International Theatre Accessories Corp., with which S.O.S. was affiliated for years. The two concerns jointly occupied the premises at 636 Eleventh Avenue in Manhattan, where they manufactured and distributed a varied line of theatre equipment. There will be no change in the officers or the directors under the new set-up.

Poorly Kept Toilets May Drive Away Patronage

WE'RE going to talk about toilets! It's the one part of the theatre that generally is unmentioned. It's not a pleasant subject, but it is a most important one. If you should stop a dozen theatremen and ask them what they consider the most important part of their theatre, or the part requiring the closest care and inspection, we venture the guess that most or all of the dozen would say "projection" or "sound," or both. To most theatremen the word "important" always centers around their projection booth and mechanically they are right.

But leaving the physical element of the theatre alone for the moment, suppose you ask the same question and see what answers you get. We know what ours would be—"Toilets." And we wouldn't bat an eye or delay a moment in giving our answer.

We can still recall one of the greatest theatre operators this industry ever knew who once having acquired new theatres for his circuit, always made a trip around them by himself, paying his admission and once inside the theatre, made a bee-line for the toilet and lounge rooms.

He told this writer on more than one occasion that it made no difference to him how the business of the particular house happened to be. If the men's room was smelly, sloppily maintained, or dirty, his orders went out the next day to make a change in managers. His chief weakness was smells. To him any theatreman who had to resort to chemical drip machines, deodorant cakes on the walls and other artificial means, that theatreman just didn't know his business.

Odors Can Be Eliminated

Ninety-nine per cent of all toilet odors can be permanently eliminated and kept away through the medium of soap and water. The other one per cent is strictly a matter of care and inspection.

Urinals scrubbed carefully every day; floors around urinals treated the same way, good ventilation established and maintained, floors kept spotlessly clean and washed diligently with soap and water after shows and occasionally mopped up with a "clean" mop several times during the day; these are the ingredients for a clean smelling toilet in any man's theatre. And we defy anyone to disprove these claims.

Sure, there's the easy way of being neglectful; failing to check your janitors or cleaners and then trying to overshadow or, as one sage put it, "out-smell the smell" through drip machines, deodorant cages or urinal cakes or crystals. All of these things are merely the tools of inefficiency in theatre management.

The intelligent manager will personally see to it that the toilets are scrubbed every day before the house opens. He will make sure that the ventilation is good and that there's plenty of it. He will make it a point to see that an usher, especially in the men's room, will inspect that room NOT LESS THAN ONCE EVERY HOUR OR HALF HOUR, depending on the traffic of the theatre, and that the usher on each visit should flush each urinal several times.

It is no secret that the urinals cause most of the odors in the men's toilets. But once they are scrubbed clean and then flushed frequently during the day when the use is the heaviest, they can be kept not only clean but odorless, too.

To avoid clogging up of urinals, keep a large urn, sand-filled, close by where cigar and cigarette butts can be thrown. If you have no place for men to throw these things the chances are they will go into the urinals. Anything that gets into these urinals and becomes soaked will definitely start the odors you are trying to eliminate besides choking up the drains.

So, although the projection IS the heart of your physical theatre equipment, bad toilets will drive away lots of good patrons just as much as poor projection and sound.

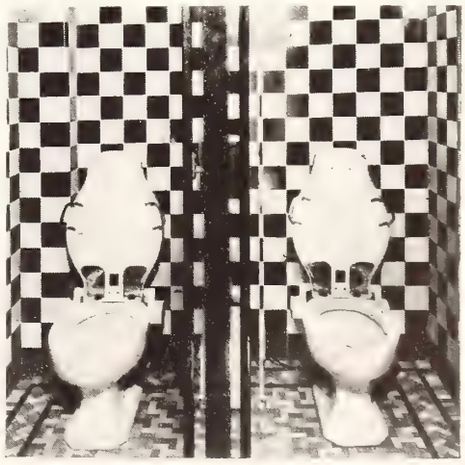
New Type Toilet Seat Sterilizes the Surface

With a heightened public awareness that many dread ailments are transmittable through the common toilet seat, interest is centering on a new device which completely sanitizes toilet seat surfaces after each using.

The Sterilseat, introduced to the market recently, employs the germ-killing rays of the Westinghouse Sterilamp to effect high degree of sterilization. Completely automatic in operation and engineered for installation on existing plumbing fixtures, this seat unit consumes no more current than a small electric bulb. Claimed to be trouble-free, semi-annual replacement of the tubular lamp is said to be the only replacement required.

While new in its application to the sanitization of toilet seats, the Westinghouse Sterilamp is a tried and accepted product by physicians and bacteriologists in a number of fields. Many leading hospitals reduce air-borne contamination over operating tables by exposing the patient to the sanitizing rays of this amazing light. Another of its uses is as a bactericidal element in the meat packing industry.

When the Sterilseat unit is approached the seat is in a vertical position, flush with the back panel. To use, the seat is pulled down. After use, it automatically returns for sanitization.



Have Your Soundheads Inspected Frequently

OF ALL the many pieces of equipment used in the projection room, the soundhead is one of the most vital parts in the reproduction of sound. A poorly designed soundhead will not give satisfactory results, even though the amplifier and speakers are of the latest model. Nor will good sound result from using an old soundhead and a new amplifier. The cost of better equipment is a minor matter, for good sound and projection will show in boxoffice receipts. You might "get by" for awhile with cheap equipment and "sour sound", but it won't be for long because the public has become educated to better sound and projection.

Firstly, the soundhead must be rugged in construction, shafts should be of hardened steel, fitted perfectly in bushings, and the main drive shaft should run on ball bearings; sprockets should be accurate and thoroughly hardened to assure long wear; the film should ride smoothly and steadily past the light source or sound lense; it should be equipped with a stabilizer that will assure steady film travel so that the sound will not be distorted, and the housing should be of modern design so that it completely covers parts, yet easy to remove for cleaning and repairs.

A very important feature of the new RCA soundheads is the shock-proof drive for the rotary stabilizer. Isolation of the constant speed sprocket shaft and the drive gear from the gear train and driving apparatus prevents gear back-lash from being transmitted to the constant-speed sprocket, assuring smooth and even film travel at all times, plus absolute constancy of film speed. The drive mechanism of the new RCA soundheads is mounted in the new type of integral gear box in such way that it can be removed easily as unit for servicing or replacement of parts. They are also equipped with double exciter lamp so that the new lamp, if one fails, can be put in operation immediately. The burned-out one can be removed and a new one installed as the show continues. There is also a light shield in front of the optical system, preventing 96-cycle hum from sprocket holes. The sound lense can be quickly and accurately focused by the projectionist, with proper equipment for doing this type of work, and then locked securely in place.

The new W. E. soundheads embody many new improvements that assure perfect sound reproduction. The development of the new "thermo-proof" kinetic scanner gives perfect results. A silent link-chain of hardened steel affords flexible coupling between the reproducer and the projector mechanism. If necessary to change the mechanism, it can be done in just a few minutes, so perfectly is the mounting plate machined to its seat in the sound reproducer that the picture alignment is not disturbed when changing mechanisms. With the new stabilizing equipment, "flutter" has been reduced to an imperceptible amount.

Any equipment should have a general check-over by a competent engineer at least once every two or three months. He KNOWS where to look for trouble that might cause sudden breakdown; he has the expert knowledge and experience to keep your equipment adjusted so that it will give perfect reproduction. The engineer works shoulder-to-shoulder with your projectionist and keeps him up to date on new adjustments that make for better sound quality. Such inspections keep the equipment from developing minor disorders that in time will lead to a sudden breakdown that might prove more costly than if you had these inspections and adjustments.

There are now several very excellent soundheads on the market, equipped with rotary stabilizers of various kinds, which will give very pleasing results, provided they are kept clean and well oiled. They must not be run with "under-cut" sprockets.

Perfect sound cannot be secured with inferior sound lenses. These lenses must be kept clean and correctly focused. The constant speed shaft should be checked occasionally to see that it runs free and true. Sprockets should be cleaned and scrubbed every day with a tooth brush. The stabilizer must run absolutely free in order to secure perfect sound without "wows" or "flutter." Film travel should be checked to see that all rollers are turning freely, and film travel is straight and takeup not too tight.

Wesley Trout

Offer New P. A. System

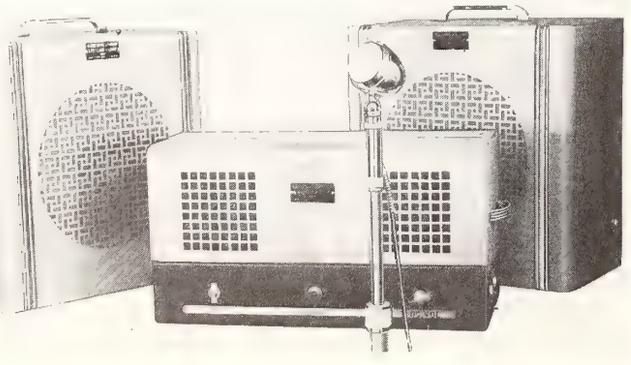
A public address system applicable to the specialized uses of theatres is now being marketed by National Theatre Supply Company. According to National, whose 29 branches are exclusive sales points for the new system, the new equipment is the first of the licensed public address systems to be sold with an unqualified one-year guarantee and installation supervision by Altec.

Known as the RDR equipment, the line has been developed for NTS by the Radio Research and Development Corporation, comprising a group of well-known engineers and sound technicians, long specializing in the public address field.

Units in the RDR line range from a portable system rated at 8 watts and selling for $79.50 to a de luxe theatre type system with an undistorted output of 35 watts and listing at $875.00 Included are two types of 12 watt systems, two types of 24 watt units, special systems for both phonograph and microphone reproduction and various intermediate popular-priced units suitable for theatres of 700 to 5,000 seats.

According to National, there is a wide market for a line of quality public address equipment that will give sound reproduction comparing favorably with the best types of theatre sound systems. National claims that its new RDR line, being fully licensed, guaranteed for one year and with installation supervised by Altec, will provide a quality of sound reproduction and service equalled only by the most elaborate studio type units.

Ideal for use in theatres for Screeno and other games, lobby displays, box office ballyhoo, vaudeville performances, stage presentations either for one or two microphones, the RDR public address units are also well adapted to other uses. A feature of RDR equipment is that any part of the basic systems may be re-adapted and combined to take care of any special installations.



New P.A. System

Illustrated is the complete PA-121 public address unit recently introduced by National Theatre Supply. This is the unit rated at 12 watts and is complete with amplifier, microphone, floor stand, 2 ten - inch speakers, special baffles, cables, plugs and assembly, including tubes.

New York Waldorf Theatre to be Remodeled at Cost of $90,000

The Waldorf Theatre, opposite Radio City, New York, is to undergo a complete renovation job involving the expenditure of $90,000 in improvements in both the front and equipment.

Equipment to be installed will be supplied and engineered by Joe Hornstein, Inc., of New York. The renovation plans call for an entire new front done in glass, with circular type glass marquee with latest type silhouette lettering; glass entrance doors and lobby. The interior is to be recarpeted over the entire auditorium and balcony floors, new chairs, entire new stage and equipment, and the addition of a smoking lodge in which special lounge chairs are to be installed.

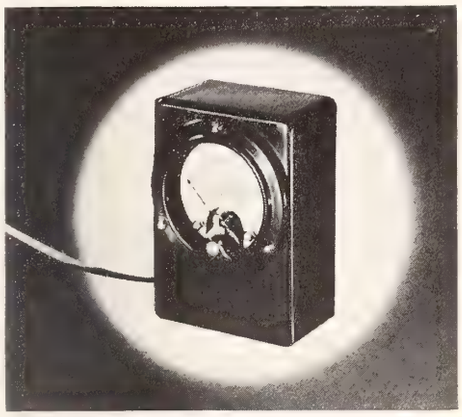
Snook of RCA Sees Big Year For Theatre Equipment Sales

The outlook for theatre equipment sales during 1948 is "very good," according to Homer B. Snook, RCA Photophone reproducer sales manager, who has just returned from a lengthy business trip into the deep South and Middle West.

"My talks with exhibitors, chain operators and others on the 'firing line' in the motion picture industry lead me to anticipate a volume of equipment busines substantially ahead of 1939, which was a good year as far as RCA Photophone is concerned," Mr. Snook said. "The brighter outlook is the result of increasing boxoffice receipts and an overall improvement of business conditions throughout the country."

"Automatic Ear" Checks Audience Sound Level

Newest among electronic developments for the theatre is the Isoton, designed to meet requests from projectionists for a small unit which would give a quick, accu-



rate check of the actual sound level reaching the audience under varying conditions of projection.

Simply explained, the Isoton is an electric ear which is located at any desired position in the rear of the theatre and converts the acoustic energy reaching it into a concrete electrical quantity, and registers it on a meter in the operating booth.

This instantaneous check of sound level, at the operator's finger-tips, facilitates control over sound projection on features, comedies, shorts, newsreels, etc.

Home Television Still Puzzle as Show Rival

Ever since its first demonstrations as a laboratory experiment, television has been the subject for not comforting speculation by theatremen as an added form of competition. Whether television, if and as it develops as a widely used home entertainment, will increase and by how much, the stay-at-home habits, is something theatremen can't figure.

Sales of television sets for the home have not been especially brisk since the devices first came on the market. One of the chief causes of the limited sales is the high cost of sets, in the opinion of Dr. W. R. G. Baker, of the General Electric Co., radio and television department. In a recently issued review titled "Radio and Television Developments in 1939," Dr. Baker says:

"Television is still an engineering achievement and a commercial enigma. The actual sales of television receivers have been extremely limited. Many reasons have been advanced and all are undoubtedly correct to a degree. Some of the causes advanced for the negligible consumer acceptance so far as purchases are concerned, are the limited program hours, the type and quality of programs, the list prices of receivers, and the relatively short trade discounts as compared to radio.

"Nevertheless, and in spite of the limited sales, it is the general opinion that the New York experiment has demonstrated that television service can be rendered over the area originally estimated, and that given acceptable programs, such service provides real entertainment value and opens up new educational possibilities."

Equipment Sales Boom Cited by N. T. S. Prexy

THEATRE equipment sales are booming, according to W. E. Green, President of National Theatre Supply Company, whose organization has concluded one of the most successful sales drives in its history. In the 11 weeks from October 2nd to December 15th, National closed orders for 135 complete Simplex Four-Star Sound Systems, together with an exceptional number of sound modernization jobs, totaling over $200,000 in sales.

"Equipment sales as a whole have been excellent," said Mr. Green, "but the extent of exhibitor response to the box office value of new sound surprised even us. Every one of our 29 branches the country over closed deals with theatres for Simplex Sound. In the New York territory alone ten sound sales were made, including circuits and independents, during the sales drive. Both new and old theatres accounted for the remarkable volume of Simplex Sound orders booked by the NTS organization.

Dallas Branch Leads

"While every one of our 29 branches came through with orders for new Simplex Sound during this campaign, outstanding jobs in the drive were turned in by Manager J. I. Roberts of the Dallas branch with 13 Simplex Sound Systems, by Herman Hunt of Cincinnati with 8 systems, by W. J. Turnbull of Detroit with 10 systems, by H. Blumberg of Philadelphia with 8 systems, and James Frank, Jr. of New York with 10 systems."

NTS Sound sales according to branches were as follows:

CHARLOTTE BRANCH: Stevenson Theatre, Henderson, N. C.; Wake Theatre, Raleigh, N. C.; Saluda Theatre, Saluda, S. C.; Dixie Theatre, Troy, N. C.; Carolina Theatre, Gastonia, N. C.; Calhoun Falls Theatre, Calhoun Falls, S. C.; Latta Theatre, Latta, S. C.

CHICAGO BRANCH: Pix Theatre, Chicago; B & K Screening Room, Chicago; Walton Theatre, Chicago; La Rose Theatre, Roseville; Ewing Theatre, Bloomington; Aledo Theatre, Aledo; Praga Theatre, Chicago, Ill.; Rees Theatre, Plymouth, Ind.

CINCINNATI BRANCH: Dixon Theatre, Beverly; Cove Theatre, Covington, O.; Martin Theatre, Martin; Elliot's Theatre, Prestonburg; Mills Theatre, Morehead, Ky.; Mr. Lookout Theatre, Mt. Lookout, O.; Black Diamond Theatre, Montgomery, W. Va.; Allen's New Theatre, Prestonburg, Ky.

DALLAS BRANCH: Star Theatre, Amarillo; Mecca Theatre, Jacksboro; Timberland Theatre, Diboll; Queen Amusement Company, Bryan; Campus Theatre, College Station; Texan Theatre, Lufkin; Sabine Theatre, Port Arthur; Majestic Theatre, Comanche; Texan Theatre, Jayton; Queen Theatre, Stanton; Hasty Theatre, Mt. Vernon; Crystal Theatre, Gangales; New Theatre, Cedar Lake, Tex.

PHILADELPHIA BRANCH: Tower Theatre, Camden, N. J.; Sherwood Theatre, Philadelphia; Andra Theatre, Catawissa; Earle Theatre, New Oxford; Tyson Theatre, Philadelphia; Grant Theatre, Philadelphia; Globe Theatre, Marcus Hook; Congress Theatre, Marcus Hook, Pa.

DETROIT BRANCH: Cameo Theatre, Detroit; Strand Theatre, Tecumseh; Harper Theatre, Detroit; Nortown Theatre, Flint; Henry Ford Theatre, Dearborn; Time Theatre, Detroit; King Theatre, Detroit; Punch & Judy Theatre, Detroit; Thum Theatre, Deckerville; Gem Theatre, Clio; New (Lash & Gilpen) Theatre, Detroit, Mich.

BALTIMORE BRANCH: Clinchco Theatre, Clinchco; Strand Theatre, Covington; Haysi Theatre, Haysi, Va.

ALBANY BRANCH: Schine Theatre, Gloversville.

PITTSBURGH BRANCH: Mercer Square Theatre, Greenville; Keith Theatre, Burgettstown, Pa.; Kees Theatre, Cameron; Roxy Theatre, Webster Springs; New Theatre, Cairo, W. Va.; Clay Theatre, Claysville, Pa.

NEW HAVEN BRANCH: Devon Theatre, Devon; Groton Theatre, Groton; Cheshire Theatre, Cheshire; General Electric Company, Bridgeport, Conn.

SEATTLE BRANCH: 20th Century Theatre, Juneau, Alaska; Avalon Theatre, Bellingham, Wash.; Bungalo Theatre, St. Maries, Idaho; Community Theatre, Tacoma; U. S. Navy, Bremerton, Wash.; Strand Theatre, Seaside; Gresham Theatre, Gresham, Ore.

LOS ANGELES BRANCH: El Monte Theatre, El Monte; Temple Theatre, San Bernardino; New Academy Theatre, Inglewood; Fifth Avenue Theatre, Inglewood; Arrowhead Hotel, Arrowhead Springs; Loew's State, Los Angeles; Glendale Theatre, Glendale; Village Theatre, Claremont; West Coast Theatre, Long Beach; United Artists Theatre, Long Beach; United Artists Theatre, Pasadena; Linda Theatre, Watts, Calif.

DENVER BRANCH: Fox Theatre, Longmont, Colo.; New Theatre, Meso Rica, N. M.;

BUFFALO BRANCH: Park Theatre, Geneva; Eastman Kodak Company, Rochester; Regent Theatre (Schine), Geneva, N. Y.

NEW ORLEANS BRANCH: New Pic Theatre, Jackson, Miss.; Liberty Theatre, Independence, La.; Lyric Theatre, Bay Springs, Miss.

OKLAHOMA CITY BRANCH: Ritz Theatre, Yukon; Ritz Theatre, Tulsa; Ritz Theatre, Tulsa, Okla.

ST. LOUIS BRANCH: Uptown Theatre, Cairo, Ill.; Orpheum Theatre, Fulton, Ky.; Horstman Theatre, Chaffee, Mo.; Jersey Theatre, Jerseyville; Ritz Theater, E. Alton, Ill.

MINNEAPOLIS BRANCH: Nodak Theatre, Wyndmere, N. D.

SALT LAKE CITY BRANCH: Pocatello High School, Pocatello, Idaho; New Theatre, Anaconda, Mont.

NEW YORK BRANCH: Fisk Theatre, Woodside; Fantasy Theatre, Rockville Centre; Liberty Theatre, Bernardsville; Paramount Theatre, Peekskill; Academy Theatre, Wappinger Falls; Bardavon Theatre, Poughkeepsie; Paramount Theatre, Middletown; 8th Street Playhouse, New York; Wagner Theatre, Brooklyn; Ambassador Theatre, New York, N. Y.

DES MOINES BRANCH: St. Francis Mission, St. Francis, S. D.; Bankers Life Insurance Company, Des Moines, Ia.

SAN FRANCISCO BRANCH: Tower Theatre, Fresno; Rio Theatre, Rodeo; Colfax Theatre, Colfax; Orpheum Theatre, Lakeport; Grand Theatre, San Francisco, Calif.

KANSAS CITY BRANCH: Kansas Theatre, Pratt, Kan.

ATLANTA BRANCH: Gem Theatre, Calhoun, Ga.; Elba Theatre, Elba, Ala.; Cobb Theatre, Marietta, Ga.; Boca Raton Club, Boca Raton, Fla.

MEMPHIS BRANCH: Ritz Theatre, Aberdeen, Miss.; Princess Theatre, Paris; New Theatre, Mumford, Tenn.

MILWAUKEE BRANCH: Delft Theatres, Inc., Marquette, Mich.

BOSTON BRANCH: Cambridge High School, Cambridge; Paradise Theatre, Millbury; Gorham Opera House, Gorham; Hudson Theatre, Hudson, Mass.

CLEVELAND BRANCH: Capitol Theatre, Mt. Gilead; Park Theatre, N. Canton; Old Park Theatre, St. Clairsville; Hazelton Theatre, Youngstown, O.

INDIANAPOLIS BRANCH: Pastime Theatre, Richmond; Circle Theatre, Hagerstown; Isis Theatre, Kinemac; Grand Theatre, Cambridge City, Ind.

Seats May Not Be Needed

Although there are only 3,000 people in Prestonburg, Ky. from which to draw, two more theatres are going up. One is to be built by Henry Allen, owner of the town's only present theatre, and the other by M. C. Elliott.

New Saenger House in Mobile

Saenger Theatres Corporation will build a new 700-seat theatre in Mobile, Alabama. To cost $30,000, it is expected to be completed by December 31.

Make those improvements now!

● Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

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STR EQUIPMENT LITERATURE BUREAU

PROJECTOR LAMPS: Something entirely new in projection lighting equipment is something every exhibitor is duty-bound to investigate, and here is something entirely new in equipment designed to deliver pictures on the screen via the essential light. The Cyclex lamp and power system is no longer an experiment, though it emerged only recently from the laboratory where C. S. Ashcraft brought to perfection a method of employing AC current. The Cyclex system has been installed in many theatres and now belongs among the established equipments for projection. Specially adapted for theatres of moderate size, it is therefore for the majority of theatre situations A book describing this system with diagrams and illustrations to illuminate the text is available to you. Send for a copy without delay.

SEAMLOC CARPETS: This carpet first attracted our attention four or five years ago and in it we saw great possibilities for theatres to achieve unusual effects in their carpeting, especially in foyers, mezanines and rear orchestra sections without any great cost to them over what they would spend for ordinary carpet covering. Today the idea has been advanced to a point close to perfection and certainly worthy of theatremen's attention for its vast possibilities. You'll never really know enough about it until you've investigated. We have a folder which will tell you all about it furnished by the L. C. Chase Co. Can we send you one?

LIGHTING FIXTURES: There's a fixture for every purpose of decorative and utility lighting in the theatre and often just the right one for the right place means the difference betwen an attractive, pleasing auditorium, lounge or lobby, and that out-of-date appearance which puts a theatre in the has-been class. Just how attractive and decorative a lighting fixture can be and just how many suggestions an array of them offers for "punching up" drab spots in the theatre is strikingly illustrated in a new book issued by the Voight Company. This is a handsome piece of literature about a very interesting line of equipment. You may have a copy for the asking.

SCREEN SLIDES: Nothing like "personalizing" your screen as a medium of expression and contact between you and your patrons, with messages of local interest, news or facts about your theatre. Here is the means of telling the audience the latest weather report, announcing meetings of important civic bodies such as Women's Clubs, etc., with a slide that can be run through your typewriter and projected on your screen, described in a folder of practical ideas prepared by Radio Mat Slide Co. Just write your request for one on the form below and we will send you this serviceable idea-source. We'll also send you a sample slide.

REAR SHUTTER ASSEMBLY: One of the greatest single improvements developed for projectors is the rear shutter which International Projector Corporation now makes available for the regular model Simplex projector. Here is a booklet that can be recommended as a text book and manual for the care, adjustment, operation and instruction for attaching the rear shutter assembly. It is profusely illustrated and diagrams the complete operation of the assembly as well as the method of attaching and servicing the rear shutter.

PROSCENIUM EQUIPMENT: Interesting and informative for your immediate attention and a most valuable reference work on curtain control devices is this excellent booklet prepared by Vallen, Inc. Profusely illustrated with diagrams and photographs, and containing engineering data as well as description, here is a most important addition to the reference library of every alert showman.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to equipment and the maintenance thereof. Theatremen are urged to keep themselves well informed on the latest trends in equipment through this bureau which operates as one of the services of this publication. There is no obligation involved in your request for as many of these booklets as you desire. Items of equipment not listed may likewise be requested just the same and we will endeavor to secure whatever you ask for. Readers who desire special information on any subject may address their requests to the Bureau where they will receive prompt attention.

THEATRE SEATING: A new piece of literature we are able to offer theatremen through the cooperation of Irwin Seating Company, is this illustrated folder, reproducing in full color a new chair from a manufacturer who has specialized in theatre seats for many years. Feature of the chair is an illuminated end standard which offers a departure from the usual. Serving both a utilitarian and decorative purpose, the illuminated standards can be made to harmonize with the color scheme of your auditorium and the covering material of the chair. The standards are illuminated the entire length of the grilles, which are brilliant when auditorium is lighted and furnish a soft glow to illuminate the aisles while the show is on.

MOTOR GENERATORS: One of the oldest firms in its special line of theatre projection equipment offers a series of folders describing various features of this apparatus. Theatremen who have obtained copies tell us this is especially interesting and informative material, and we believe all exhibitors should have copies of these folders on hand.

DECORATING: You would probably be surprised to learn how reasonable it is to dress up your theatre through the medium of a few drapes, etc. To help you make up your mind Novelty Scenic Studios has a folder which we will gladly send to you. It has some pertinent facts of interest to all theatremen.

TICKET MACHINES: Interesting booklets issued by National Theatre Supply Co., dealing with the Timco Ticket Registers and especially useful if you are considering the purchase of new ticket machines. You can have them upon request of STR.

MARQUEE SIGNS: Maybe your theatre needs what milady calls a "facial;" in other words some beautifying to give a different and a "come hither" look. Something modern in marquees will do the trick. Anyway, investigate the idea by sending for a swell book we can deliver to you through the courtesy of Wagner Sign Service. It deals with the signs that are available for brightening up the front, and you should have it for present as well as future reference. So send in for a copy.

THEATRE SEATS: Since its introduction recently, the American Bodiform-Avion chair has created a tremendous interest and has been accorded a most hearty reception by theatremen who require the most modern features in a low-cost seat. The chair has been shown widely but a new circular of which the American company is justly proud, now makes it possible for readers of STR to obtain close-up pictures and complete data about the Avion. Send for your copy.

STAGE DRAPES: A new dress for your stage will go a long way toward making your theatre look the part of starting a new season with fitting emphasis on improvements not only in pictures but their presentation. Novelty Scenic Studios are veterans at the job of obtaining elaborate effects at small cost by clever arrangements in proscenium decoration. A booklet issued by this company discusses various types of proscenium and wall decoration. We are sure you will find this interesting.

WEIGHING MACHINES: Thousands of theatremen have found it profitable to purchase their own weighing machines for rest rooms and foyers in preference to renting them on a small percentage. Therefore, you should be interested in the recently completed folder made up by the Universal Scale Co., telling you all about its new streamlined models. Write to STR for this folder. It may add up to real profit over a year's time.

SAFETY LADDERS: We have a mighty interesting little folder about these practical utility ladders compiled by the Dayton Safety Ladder Co. If you are still using the old style ladders which create a hazard every time you change your marquee, we suggest that you write us for this folder.

CARPET LININGS: An underlay of material, provided it is the proper material, for your carpets gives two great benefits: a more luxurious tread for your patrons, and greater wear for the more expensive coverings of the floors of your lobbies, lounges and auditorium aisles. Clinton Carpet Co., whose famous Ozite has long been used in theatres, has a booklet you will find handy. Send for one.

RUBBER NOSING: Stair nosings are a source of expense as well as danger, and the best made carpets just can't take the abuse delivered to that portion of the step which is just at the edge of things. This new material, of molded rubber comes as a most welcome help in saving carpets and avoiding accidents. It is decorative and durable. All described in a booklet prepared by Greater New York Carpet House.

DIRECTIONAL SIGNS: A brand new line of silhouette signs has come to the market and we recommend that you investigate this addition to smart and decorative effects possible with such highly necessary accessories to the well run theatre. The various designs for electrified silhouettes offered by Peerless Products Co., are illustrated in a pamphlet we will be glad to send upon your request.

PROJECTION LAMPS: No theatreman needs to be told about the high standing of the lamps manufactured by the Strong Electric Company, but many theatremen should investigate improvements that have been made in this equipment. There's no quicker way to inform yourself on that matter than by sending for a copy of a booklet which Strong has published.

LOBBY MATS: No up-to-date theatre should overlook the necessity of rubber mats for its lobbies, foyers, etc., and the folder prepared by O. W. Jackson & Co., will not only tell you all about them but also how you can brighten up your entire lobby and foyer while making a practical installation. The mats last long enough to charge them off over a long period of years.

"ON THE SPOT," is the title of a vitally important booklet issued by the L. C. Chase Co., for the purpose of telling you how to keep your furniture upholstery and drapes clean. The contents cover every conceivable type of stain that can mar the beauty and appearance of your coverings.

PROJECTOR MECHANISMS: Profusely illustrated, this is a pictorial description of the very heart of your projector, the mechanism, and whether or not you're mechanically inclined it is something for which you should thank International Projector, because the folder here recommended very highly for your attention makes the mechanical action of a precision machine clear and understandable. To familiarize yourself with mechanisms and for a refreshened grasp of their workings, which may come in handy if you are to be faced with making a decision regarding replacements and repairs to your projectors, we advise you to send for this folder.

UNIFORMS: Nothing like being provided against the time when you will be in the position of having to select a new set of uniforms for the house staff. So we are offering with the cooperation of Russell Uniform Co., a foremost designer and manufacturer long experienced in theatre uniform requirements, this recently released book illustrating different types of uniforms.

PROJECTION LENSES: The eye through which pictures are seen on the screen is a most vital element of the whole projection system and no showman should be without a complete file of information regarding the lens equipment available. Therefore we suggest that you send for a copy of a pamphlet issued by Ilex Optical Company and giving details and data regarding the Ilex Standard Adjustable Projection Lens F:2.5

REQUEST FOR LITERATURE

2/3/40

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

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. . . . . **City** . . . . . .

. . . . . **State** . . . . . .

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall	1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued

COLUMBIA 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)		Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)		Penny Singleton-Arthur Lake			a1/27/40
Bullets for Rustlers (W)		Charles Starrett-Lorna Gray			a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)		Hudson-Lane-Lang		1/31/40	a1/20/40
Doctor Takes a Wife		Loretta Young-Ray Milland			In Prod.
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Men Without Souls		John Litel-Rochelle Hudson			In Prod.
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music In My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D) (Former title, "Criminal Cargo")		Jack Holt-Irene Ware			a10/21/39
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters		2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Stagecoach (W) (Former title, "Texas Express")		Chas. Starrett-Iris Meredith			a1/27/40
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)		Arthur-MacMurray-Douglas			a2/3/40
Two-Fisted Rangers (W)	62	Chas Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

MGM 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39

MGM 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)		Powell-Astaire-Murphy		2/9/40	a10/14/39
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare No. 4		Lionel Barrymore-Lew Ayres			In Prod.
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man		Spencer Tracy-Rita Johnson			In Prod.
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert			a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
Hurrah, I'm Alive		Frank Morgan-Billie Burke			In Prod.
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D) (Former title, "Arouse and Beware")		Wallace Beery-Dolores Del Rio		2/16/40	a1/13/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)		Tracy-Young-Brennan (Tech.)		2/23/40	a8/12/39
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		3/1/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Two Girls on Broadway		Turner-Murphy-Blondell			In Prod.
Waterloo Bridge		Vivien Leigh-Robert Taylor			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler			a12/2/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter		3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)		Jack Randall-Louise Stanley		2/24/40	a2/3/40
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes In Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins		1/25/40	a12/30/39
Rhythm on the Rio Grande (W)		Tex Ritter-Susan Dale			a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanoheste	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/24/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Gee. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	89	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Adventure In Diamonds (D)	72	Isa Miranda-George Brent	(A)	3/8/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			all/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	all/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	al/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny		Basil Rathbone-Ellen Drew			In Prod.
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell		1/5/40	b1/13/40
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		3/29/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Golden Gloves (D)		Jean Cagney-Robert Ryan			al2/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature		12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden (Former title, "The Man From Bar 20")			al2/16/39
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)		Russell Hayden-Jean Parker		2/23/40	a9/16/39
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	all/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)		J. Carroll Naish-Wm. Henry (Former title, "Federal Offense")		2/2/40	a8/26/39
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	110	B. Crosby-D. Lamour-B. Hope		3/22/40	all/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			all/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Showdown (W)		Wm. Boyd-J. Clayton-Hayden (Former title, "Gun Chores")		5/10/40	a10/14/39
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)			a8/19/39
War Along the Stage Trail (W)		Wm. Boyd-Russell Hayden (Former title, "Hold Your Horses")			al/13/40
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell (D)		Jean Cagney-Richard Denning			al/20/40
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

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Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Almost a Gentleman (D)	85	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrelo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

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Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Courageous Dr. Christian		Jean Hersholt-Dorothy Lovett			In Prod.
Curtain Call		Barbara Reed-John Archer			In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		3/8/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.) (Reviewed as "Sixty Glorious Years")	(F)		b10/29/38
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Romantic Mr. Hinklin		Lucille Ball-James Ellison			In Prod.
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)		Carole Lombard-Brian Aherne		2/9/40	a10/7/39

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Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

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Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls		Louise Platt-Donald Woods			In Prod.
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/8/39	b12/30/39
Pioneers of the West		3 Mesquiteers			In Prod.
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40

20TH CENT.-FOX 1938-39

Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

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Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Cruise		Sidney Toler-Marjorie Weaver			In Prod.
Charlie Chan in Panama (D)		Sidney Toler-Jean Rogers		3/8/40	a11/11/39
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour			a12/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
For Women Only		Lynn Bari-Joan Davis		3/29/40	In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/19/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	85	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	a1/27/40
Lillian Russell		Alice Faye-Don Ameche			In Prod.
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Joan Rogers	(A)	2/2/40	b1/20/40
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	8/25/39	b8/12/39
Quick Millions (C)	61	Jones Family	(A)	9/15/39	b9/9/39
Rains Came (D)	103	Loy-Power-Brent			In Prod.
Sailor's Lady		Nancy Kelly-Jon Hall			In Prod.
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Twinkle, Twinkle Little Star		Linda Darnell-John Payne			In Prod.
Viva Cisco Kid		Cesar Romero-Chris-Pin Martin		4/12/40	In Prod.
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy		2/16/40	a8/12/39
Crackpots (C) (Former title, "Two's Company")		Stan Laurel-Oliver Hardy			a12/23/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft		3/1/40	a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/38
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll		3/22/40	a1/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/38
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/38
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/38	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/38	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon		Bob Burns			In Prod.
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)		Boris Karloff-Bela Lugosi			a1/27/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Snerd	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D) (Former title, "Fast Driver")		Richard Arlen-Andy Devine		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		2/23/40	a1/6/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		3/1/40	a2/3/40
Framed (D)		Constance Moore-R. Armstrong		1/5/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	2/23/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D) (Former title, "Double Alibi")		Margaret Lindsay-Edmund Lowe		2/16/40	a12/9/39
House of Seven Gables (D)		Vincent Price-Margaret Lindsay			a1/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)		Mae West-W. C. Fields		2/9/40	a1/27/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Paseo Basin (W) (Former title, "Vigilante War")		J. M. Brown-Bob Baker		4/5/40	a9/30/39
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
River of Missing Men (D) (Former title, "Rigadoon")		Lola Lane-James Craig		3/8/40	a1/6/40
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W) (Former title "Galloping Kid")		M. Brown-Bob Baker		1/19/40	a9/16/39
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(I)	9/22/39	b9/16/39

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	106	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C) (Reviewed as "Hobby Family")	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-L. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/38
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	80	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D) (Former title, "20,000 Years In Sing Sing")		Garfield-O'Brien-Sheridan		2/17/40	a8/12/39
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D) (Former title, "Life of Dr. Ehrlich")		Edw. G. Robinson-Ruth Gordon		3/2/40	a11/4/39
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D) (Reviewed as "Juarez and Maxmillan"—States Rights)	95	Medea Novara-L. Atwill	(A)	12/16/39	b4/29/39
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Begart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a11/4/39
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D) (Former title, "State Cop")		D. Morgan-J. Payne-G. Dickson			a9/23/39
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan		3/16/40	a1/13/40
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39
We Shall Meet Again (D)		Merle Oberon-George Brent			a1/27/40

STATES RIGHTS

Title	Mins.	Stars		Rel. Date	See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/38
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	Fine Arts	b2/11/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")		Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(A)	Spectrum	b4/1/39
Invisible Killer (D)		Grace Bradley-Roland Drew			a11/25/39
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	Fine Arts	b2/25/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Arc Pics	b7/1/39
Wild Innocence	60	Brian Abbott-Wendy Munro		Atlas	Coming

FOREIGN LANGUAGE

Title	Mins.	Stars		Rel. Date	See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat.	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrie-Edouard Delmont	(A)	Cinema	b11/25/39

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn in India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dots On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swingtime		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury		10	Not Rev.
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/38
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/38
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/38
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Vallant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Basse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	3/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Twe Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue of
COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orch.	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orch.		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Flo Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev.
Public Hobby No. 1	Stamp-zodous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/38
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME			
Inside the Maginot Line	Excellent	20½	10/29/38
Metropolis—1939	Fine	18	8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (8)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zoo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

1939-40

DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	Coming
No. 6	Very Good	10	Coming
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	Coming
Navajoland	Very Good	10	Coming
Nevada Unlimited	Interesting	9	9/30/39
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	Coming
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bela Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	Coming
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	Coming
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Jey	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	Coming
Rhythm Jamboree	Fair Vaudeville	18	Coming
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

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VITAPHONE-WARNER BROS. 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	..Not Rev.
Broadway Buckaroo	Okay	20	.. 6/17/39
Cleaning Up		17	..Not Rev.
Cat Chance		17	..Not Rev.
Cats and Dogs		20	..Not Rev.
Home Cheap Home		20	..Not Rev.
Knight Is Young		20	..Not Rev.
Murder With Reservations		21	..Not Rev.
Projection Room		20	..Not Rev.
Rollin' in Rhythm		20	..Not Rev.
Seeing Red	Entertaining	20	.. 8/12/39
Small Town Idol	Has Laughs	20	.. 3/11/39
Sophomore Swing	Swell	20	.. 1/14/39
Spare Parts		20	..Not Rev.
Stardust	Very Clever	18	..12/ 3/38
Sundae Serenade		20	..Not Rev.
Swing Opera		20	..Not Rev.
Toyland Casino	Great	22	..10/ 8/38
Two Shadows		20	..Not Rev.
Wardrobe Girl		20	..Not Rev.
You're Next-To Closing		20	..Not Rev.
Zero Girl	Good	20	.. 8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	..10/ 8/38
For Your Convenience	Fair	10	.. 7/ 8/39
Mechanix Illustrated	Interesting	10	..11/26/38
Mechanix Illustrated #2	Interesting	10	.. 1/14/39
Mechanix Illustrated #3	Interesting	10	.. 3/ 4/39
Mechanix Illustrated #4	Interesting	10	.. 6/ 3/39
Mechanix Illustrated #5		10	..Not Rev.
Mechanix Illustrated #6		10	..Not Rev.
Miracles of Sport	Very Good	10	.. 8/27/38
Modern Methods	Interesting	10	.. 8/12/39
Nature's Mimics	Interesting	10	..12/17/38
Points On Pointers		10	..Not Rev.
Roaming Cameramen No. 1	Interesting	11	.. 3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	.. 8/26/39
Campus Cinderella	Very Good	18	.. 9/17/38
Declaration of Independence	None Better	18	..10/15/38
Lincoln in the White House	Outstanding	20	.. 1/14/39
Quiet Please	Entertaining	20	.. 6/ 3/39
Ride Cowboy Ride	Very Good	20	.. 9/30/39
Sons of Liberty	Absolutely Tops	20	.. 3/25/39
Swingtime In the Movies	Excellent	20	..12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	.. 4/ 1/39
Daffy Doc	Lively	7	..12/ 3/38
It's An Ill Wind		7	..Not Rev.
Kristopher Kolumbus, Jr.		7	..Not Rev.
Lone Stranger and Porky	Very Funny	7	.. 3/11/39
Polar Pals	Fair	7	.. 6/17/39
Porky and Teabiscuit	Amusing	7	.. 5/27/39
Porky in Egypt		7	..Not Rev.
Porky in Wackyland		7	..Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	.. 3/ 4/39
Porky's Naughty Nephew	Average	7	..10/15/38
Porky's Picnic		7	..Not Rev.
Porky the Gob	Amusing	7	..12/17/38
Porky's Tire Trouble		7	..Not Rev.
Scout Trouble		7	..Not Rev.
Wise Quack	Very Good	7	..Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	..12/17/38
Dave Apollon and His Club Cassanova Orch.		7	..Not Rev.
Blue Barron		10	..Not Rev.
Larry Clinton (4701)		10	..Not Rev.
Larry Clinton (4714)		10	..Not Rev.
Eddie De Lange		10	..Not Rev.
Jimmy Dorsey		9	..Not Rev.
It's the McCoy	Sweet and Hot	10	.. 5/20/39
Merle Kendrick	Excellent	10	..10/ 8/38
Ray Kinney	Just Fair	10	.. 9/17/38
Jerry Livingston		10	..Not Rev.
Clyde Lucas	Snappy	10	.. 1/14/39
Russ Morgan	Fair Swingcopation	10	.. 3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	.. 7/23/38
Will Osborne	Rhythmic	10	.. 8/ 5/39
Rita Rio		10	..Not Rev.
Saturday Night Swing Artie Shaw Club on the Air	For Jitterbugs Okay	10 10	.. 6/24/39 .. 4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	.. 7/22/39
Believe It Or Else	Clever Satire	7	.. 6/ 3/39
Count Me Out	Fair	7	..12/17/38
Daffy Duck and the Dinosaur	Excellent	7	.. 3/25/39
Daffy Duck in Hollywood		7	..Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	.. 8/ 5/39
Day at the Zoo	Excellent	7	.. 3/18/39
Detouring America	Hilarious	7	.. 9/ 2/39
Dog Gone Modern	Funny	7	.. 1/14/39
Feud There Was	Grab It	7	.. 9/17/38
Goldrush Daze		7	..Not Rev.
Ham-ateur Night		7	..Not Rev.
Harum Scarum	Excellent	7	.. 8/12/39
Hobo Gadget Band	Good	7	.. 7/15/39
Johnny Smith and Poker-Huntas	Swell	7	..12/17/38
Little Brother Rat	Swell	7	.. 8/19/39
Little Pancho Vanilla	Clever	7	..10/15/38
Mice Will Play		7	..Not Rev.
Naughty But Mice	Cute	7	.. 8/ 5/39
Night Watchman	Entertaining	7	..11/26/38
Old Glory	Okay as Propaganda	7	.. 7/ 8/39
Prest-o Change-o	Good	7	.. 4/ 8/39
Robinhood Makes Good	Diverting	7	.. 3/ 4/39
She Man's Land		7	..Not Rev.
Thugs With Dirty Mugs		7	..Not Rev.
You're An Education	Fair	7	..12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	..10/ 8/38
Master's Touch		10	..Not Rev.
Pow Wow	Very Interesting	10	.. 9/17/38
Romance In Color	Highbrow	10	.. 8/19/39

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	.. 3/25/39
Defying Death	Thrilling	11	..12/ 3/38
Haunted House	Exciting	12	.. 6/17/39
High Peril	Good Suspense	12	.. 3/ 4/39
Human Bomb	One of the Best	12	.. 1/14/39
Identified	Excellent	12	.. 9/24/38
TRUE ADVENTURES (Con't)			
Lives In Peril		12	..Not Rev.
Minute From Death		12	..Not Rev.
Three Minute Fuse	Suspenseful	12	.. 8/12/39
Toils of the Law		12	..Not Rev.
Treacherous Water	Thrilling	12	..12/17/38
Verge of Disaster		12	..Not Rev.
Voodoo Fire	Satisfactory	12	.. 5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	..Not Rev.
Dean of the Pasteboards	Informative	10	.. 5/20/39
Gadgeteers	Kind of Silly	10	..12/17/38
Great Library Misery	Excellent	11	.. 9/17/38
One Day Stand	Reminiscent	10	.. 8/12/39
Right Way	Good Propaganda	10	.. 7/ 8/39
Robbin' Good	Excellent	10	..11/26/38
Ski Girl	Splendid	10	.. 1/14/39
Table Manners	Good	10	.. 9/17/38
Tax Trouble	Fair	10	.. 3/18/39
Vaudeville Interlude		10	..Not Rev.
Witness Trouble		10	..Not Rev.

1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (18) (Tech.)			
Ice Frolics	Entertaining	20	.. 9/30/39
One For the Book	Entertaining	20	..12/30/39
Remember When	Swell Entertainment	20	.. 9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	.. 8/26/39
World's Fair Junior	Just Fair	20	..11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	..11/25/39
Mechanix Illustrated #1	Good	10	.. 9/ 2/39
Mechanix Illustrated #2		10	..Not Rev.
New Horizons	Good	10	..12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	..10/28/39
Old Hickory	Outstanding	17	..12/30/39
Royal Rodeo	Entertaining	15	..11/25/39
LOONEY TUNES (16)			
Africa Squeaks		10	..Not Rev.
Film Fan	Excellent	7	.. 1/ 6/40
Jeepers Creepers	Funny	7	..10/ 7/39
Naughty Neighbors	Good	7	..11/ 4/39
Pied Piper Porky	Good	7	..11/25/39
Porky's Hotel	Good	7	.. 9/ 2/39
Porky's Last Stand		7	..Not Rev.
Porky the Giant Killer		7	..Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	.. 1/ 6/40
Vincent Lopez	Lively	10	.. 9/23/39
Rubinoff and Orch.	Good	10	..11/ 4/39
Swing Styles	Good	10	.. 8/26/39
Symphony of Swing	Satisfactory	10	..12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	..Not Rev.
Curious Puppy		7	..Not Rev.
Early Worm Gets the Bird		7	..Not Rev.
Fagin's Freshmen	Amusing	7	..11/25/39
Fresh Fish	Swell	7	..11/ 4/39
Good Egg		7	..Not Rev.
Land of the Midnight Fun	Superb	7	.. 9/23/39
Little Lion Hunter		7	..Not Rev.
Screwball Football	Swell Cartoon	7	..12/30/39
Sioux Me	Clever	7	.. 9/ 9/39
Sniffles and Bookworm		7	..Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	.. 9/30/39
Organ Novelty	Fair	9	..11/11/39
Sword Fishing	Exciting	10	..10/ 7/39
Vote Trouble	Laughs	10	.. 8/26/39
Phantom Creeps	12 Chaps.		8/12/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	..12/17/38
Gems of the Orient (Modern)	Interesting	10	.. 3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	..12/17/38
Memory Lingers On (Ennis)	Interesting	10	.. 8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	.. 4/ 1/39
North Sea (Lenauer)	Exciting	20	.. 3/18/39
On the Trail of the Tarpoon (N.Y. Zoological Society)	Thrilling	11	.. 1/13/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39

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Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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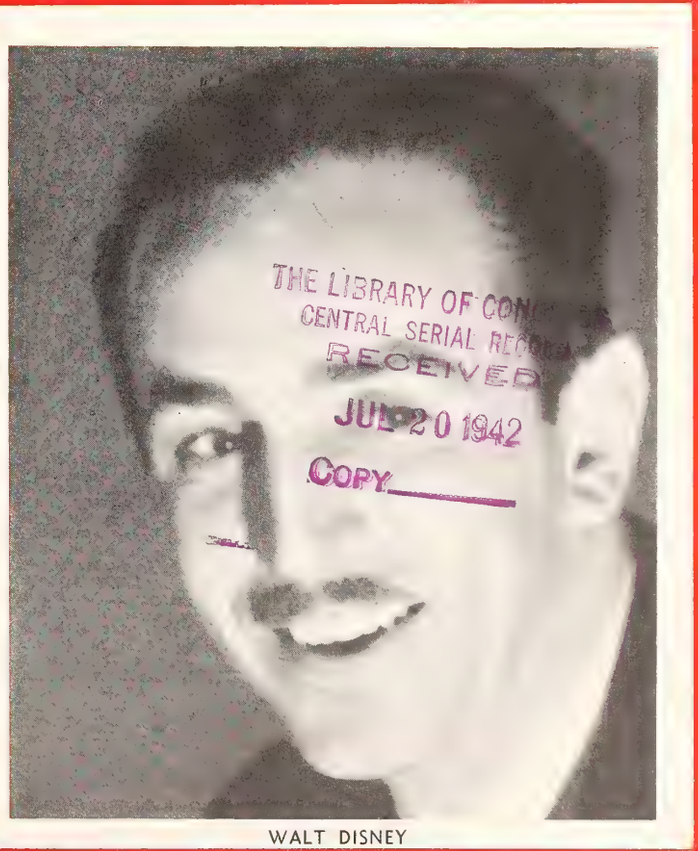
FILE

FILE

CHARLES E. ("CHICK") LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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Louise—P. 23


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JUL 20 1942
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WALT DISNEY

With the world premiere of his second feature cartoon "Pinocchio" in New York this week he demonstrated the tremendous strides his organization has made in animated entertainment since "Snow White"

February 10, 1940
Vol. 32 No. 3

Entered as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

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SEE DELAY IN ARBITRATION

Setup Doubtful Until Equity Suit Ends

Not until the Government's equity suit is settled one way or another is there any likelihood of the setting up of an arbitration system in the industry, a checkup revealed this week. In the opinion of industry observers, any system set up now for the settlement of contract disputes or clearance might be swept aside by the outcome of the suit. Setting up the boards might be wasted motion, they contend.

Many exhibitors, however, believe settlement of controversies by arbitration will in no way be affected by nor will conflict with the Government action.

That Allied's bid for arbitration might be considered if and when Allied formally notified the distributors that arbitration was desired was stated by W. F. Rodgers, key man in the code negotiations and spokesman for the distributors. Up to this time, no organized effort has been made on the part of the distributors to take Allied's proposal under advisement.

"Lincoln" to Play Radio City Music Hall

Although advanced scales have been set in other situations, "Abe Lincoln in Illinois" will open at Radio City Music Hall early in March and will play at regular admission prices. The West Coast premiere took place last week at Hollywood's Four Star Theatre on a road show basis. Roadshow engagements are also current in Harrisburg, Pa. and several Florida cities.



The Warner sales force in session at the Blackstone Hotel, Chicago, during the three-day sales meet on February 3rd, 4th, and 5th, called by Gradwell L. Sears, General Sales Manager. Left to right (first row): Homer Hisey, Memphis branch manager; A. W. Anderson, Des Moines; Hall Walsh, St. Louis; Sid Rose, Omaha; and Ollie Williamson, Kansas City. Second row: Bob Smith, Milwaukee; Clarence Olson, Minneapolis; Tom Gilliam, Chicago; Bill Bromberg, Assistant branch manager, Chicago; Fred Greenberg, Indianapolis; and Rud Lohrenz, Midwest District Manager. Third Row: Norman Ayers, Boston; Charles Rich, Buffalo; Otto Rohde, Oklahoma City; Doak Roberts, Dallas; Luke Conner, New Orleans; and Fred Jack, Southern District Manager. In the rear may be seen Bob Smeltzer, Central District Manager; Al Shmitken, San Francisco; Ralph Kinsler, Cincinnati; Fred Beiersdorf, Washington; W. E. Callaway, Los Angeles; John Mahan, New Haven, and Bill Mansell, Philadelphia.

Press Against Neely Bill

Newspapers All Over the Country Carry Editorials Opposing Measure

More and more newspapers have started editorial campaigns against the Neely Bill. Many of them feel that it would increase admission prices and others oppose the measure on the ground that it would induce political censorship.

Some papers have devoted lengthy stories to explanations of what the Bill was about and what it sought to accomplish ending by referring to editorials in which they stated their opposition to the measure. Some papers take the attitude that the practice of block booking is no concern of the public at large and that it was strictly a trade practice.

While the opposition expressed by newspapers may in itself have no effect on the measure, since its passage depends on Congressmen, the newspapers are one of the strongest methods of bringing pressure to bear on Congressmen and many exhibitor organizations who are hostile to the Bill feel that by obtaining the support of newspapers in their campaign against it they are letting their Congressmen know what the feeling is in their constituencies.

TOWN IS READY TO SEE "EDISON"

Week-Long Celebration to Be Climaxed by Premiere

Port Huron, Mich.—This community, boyhood home of Thomas A. Edison, once a lowly news butcher on Grand Trunk trains between Port Huron and Detroit, is alive with activity as plans are being completed for the world premiere of MGM's "Young Tom Edison," scheduled to take place Saturday night, Feb. 10.

This week the clock has been turned back to the 1860's while the city celebrates the 93rd birthday anniversary of Edison, which takes place on the day of the premiere. Men have let their whiskers grow, women and children are wearing the clothes popular in the youthful days of their grandmothers.

The highlight of the week's celebration is scheduled to take place Saturday, with the famous old Edison train from Henry Ford's Greenfield Village riding the rails again, bringing Mickey Rooney, who plays Edison, the boy; Edsel Ford, president of the Ford Motor Co., Governor Luren D. Dickinson and a host of other notables from Detroit.



Testimonial dinner tendered Vincent Trotta and Don Velde by Paramount officials at the New York Athletic Club. Trotta and Velde, after 25 and 18 years respectively with Paramount, have joined Advertising Accessories. In the group are: Oscar Morgan, G. B. J. Frawley, Vincent Trotta, Don Velde, Jack Roper, Jack Barry, Harry Nadel, Frank Meyer, J. J. Unger, Charles Casanave, Neil Agnew, Dan Hynes, Saul Schiavone, Joe Fronder, Bill Hanneman, Gus Hartman, Charles Reagan, Cliff Lewis, Al Wilkie, Moe Kallis, Paul Radin, Hal Danson, Bill Schneider, Ed Sullivan, Frank McGuire, Charles Reilly, Jean Pastoret, Buford Tune, Charles Strobel, John Papajcik, Walter Hanneman, Fred Jehle, Bob Gillham, O. O. Dillenbeck, Don Gibbs, John Cicero, Herb Berg, Tom Waller, Tony Provence, Adolph Silverstein, Monrore Goodman, Arthur Dunn, Fred Leroy, Ed Gaylor, Herman Lorber, Sam Palmer, Nick Manula, Geb Evans, Joe Arnold, Claude Saunders, Fritz Siebel, Al Stefanic, John Guilfoyle, Paul McCarthy, George Harvey, Bud Getschal, Thomas Jefferson and Hank Larner.

AA ACQUIRES POSTER FIRMS

Casanave Announces Take-Over

Two of the largest poster exchanges in the country have been purchased by Advertising Accessories, Inc., National Screen Service subsidiary. Charles L. Casanave, vice-president and general manager of the company made the announcement this week that Theatre Poster Supply Co. of Cincinnati and Independent Poster Exchange of Kansas City had been acquired.

Billy Bein, head of the Cincinnati concern will assume an important executive post with the company in the New York office and Homer L. Blackwell, president of the Kansas City concern will be an executive in Advertising Accessories' Kansas City office.

Casanave said that the acquisition of the two poster companies and the recently announced takeover of Trailer-Made were further steps in a series of moves by Herman Robbins, National Screen's president to make the company a dominant factor in the advertising field as far as pictures were concerned.

Eastern Seating Co. in Expansion Program

Eastern Seating Company, manufacturers of "Stream-Ease" theatre chairs, has removed its factory and warehouse to 58 Dobbin St., Brooklyn, N. Y. The move is in line with an expansion program. The new factory, which will include showrooms, comprises over 100,000 square feet of space. Nick Diack, president, said the step-up in production was necessitated by the increased orders.

Bourgeois On Tour Of Astor Exchanges

O. K. Bourgeois, sales manager of Astor Pictures Corp., is on a trip visiting the Astor franchise exchanges in Pittsburgh and in the middlewest.

Enroute to Hollywood



Sabu and Zoltan Korda with Mrs. Korda as they arrived in New York this week on their way to Hollywood where Sabu will star in "Jungle Boy" which Korda will direct. United Artists will release the picture.

NOW—

WHILE THE WHOLE NATION IS TALKING

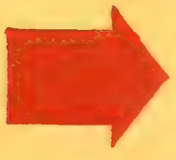
"THE GRAPES OF WRATH"...

. . . with the word of the all-time record-breaking New York run spreading the country over . . .

. . . with big-space news breaks hitting top-circulation newspapers and magazines to reach every man, woman and child in the land . . .

. . . with the greatest reviews ever written lauding "The Grapes of Wrath" as the greatest entertainment of all time . . .

. . . with the ace columnists and radio commen-



tators voicing their highest praise to their vast personal followings . . .

. . . with the Rivoli manager reporting "'The Grapes of Wrath' surpasses anything in my entire experience", and predicting a "ten weeks' to three months' run". . .

. . . with such radio programs as "Information Please","We the People", "Pursuit of Happiness" featuring "The Grapes of Wrath" from coast to coast in response to unparalleled public interest . . .

. . . with the millions asking when they can see it . . .

"THE GRAPES OF WRATH" IS YOURS!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTUPE

Printed in U.S.A.

Kennedy's Korner SR

Youth was served when Hollywood turned on the glamor in behalf of the great cause furthered by the President's Birthday celebrations. With a million dollars worth of "names" associated with the Ball in Washington, it was yonng Gloria Jean and young Mickey Rooney who stole the spotlight in newspaper pictorial reporting. Young Mr. Rooney has been up there in the spotlight going on some time now. Young Miss Jean, however, made the headlines with one star role to her credit. In the behind the scene manouevering of the press agents it takes no little skill to get the spotlight for your particular star, and in the case of Gloria Jean's prominence you can hand the credit to Lou Pollock with a most able assist to Bernie Kreisler, U's Washington Exchange mgr.

Biggest current drum-beating event for the films takes place Sat. night in Port Huron, Mich. MGM launches with a world premiere one of the most unusual picture production ideas ever—the first section of a two-part picturization of the life of Thomas Edison. The Port Huron, scene-of-the-story premiere, is one of the biggest in the history of high-powered picture exploitation—an undertaking which has called up the most expert brands of showmanship of one of the industry's most resourceful showmanship outfits, MGM's.

Tieing up new star vehicles with recent successes has been given a play lately and to the tune of some smart copy writing. Universal had "Mr. Smith 'going West and for Dietrich'" in "Destry Rides Again;" Columbia's "His Girl Friday" was ballyhooed by some theatres like this: "Rosalind Russell—she learned about men in 'The Women' and how she uses every trick she learned." Somebody suggests, but nobody around this corner recommends, similar technique, for others, including: "'Swiss Family Robinson'—Gerald O'Hara goes camping;" "'I Take This Woman' — Stanley comes back from Africa and finds Hedy Lamarr." There are lots of possibilities in it—have you any suggestions?

Variety Club Convention Notes

Dallas, Tex., April 18-20

Dallas—John Harris of Pittsburgh, founder of the Variety Clubs, is here working out details with the many committees of Dallas Tent No. 17, host for the convention. With him is his publicity chief, George Tyson.

The four-year-old local tent, presided over by R. J. O'Donnell, already has a general program in work. America's 1,500 showmen will begin gathering April 18. A golf tournament and a Frontier Frolic in the Dallas Athletic Club will distinguish April 19.

(See Picture on Page 23)

Cooperative Theatres of Mich Will Oppose Neely Measure

Group Gives Four Reasons for Its Hostility; Okla. Exhibs Also Against It

Cooperative Theatres of Michigan voted to oppose the Neely Bill at a meeting of its directors last week and gave a number of reasons for its action. The group pointed out that the bill would prevent the distributors from forcing exhibitors to buy blocks but would not prevent the exhibitor from willingly doing so. Thus an independent's competition would "voluntarily" take a distributor's entire output in order to assure himself of product.

Second reason given by the Michigan group was that each of them having applied the Bill's provisions to his own situation, he found not only that he had nothing to gain but that his investment would be jeopardized.

Third reason was a delay of several years before it could take effect due to the necessity for test cases in Federal Courts with a number of them going all the way up to the U. S. Supreme Court. It was estimated that exhibitors would be buying 1945-46 product before the Constitutionality of the Bill was finally settled.

Fourth reason given was that overseating would be aggravated. The man with the largest house, being able to bid the highest for pictures would grab all the good product from his smaller competitors.

The Michigan group decided that it preferred a system whereby all disputes would be settled by an Arbitration Board with an unbiased outsider as the umpire.

Meanwhile, Tom McGuire, Cooperative's director of public relations, made a trip to Washington where he proposed certain amendments to the Neely Bill, including one which would make arbitration compulsory. Another would enforce a cancellation privilege in all block booking contracts and would also put into effect many of the provisions of the Trade Practice Code.

Individual theatre owners and the Theatre Owners of Oklahoma, affiliated with the MPTOA have also taken measures to combat the Neely Bill. Speakers are talking to groups which have heard arguments for the Bill in efforts to combat them.

Asking Extended Play Time on "Grapes"

With between 100 and 150 prerelease day and date bookings now being set by 20th-Fox for March 1 on "The Grapes of Wrath," exhibitors getting the picture are being asked to play it as a single bill and to guarantee extended playing time. A special ad campaign will be put on by the company, and exhibitors will be asked to increase their ad budgets.

Important Dates

Feb. 9-11: National Poster Service Association convention, New York.
Feb. 15: Detroit Variety Club Feature Party, Book-Cadillac Hotel.
Feb. 17: Coast Warner Club dinner-dance, Biltmore Bowl.
Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
Feb. 29: Academy Awards banquet, Hollywood.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention, Chalfonte-Haddon-Hall Hotel, Atlantic City.

THEATRE FREED IN HOLDUP CASE

Not Responsible For Robbery In Ladies' Room, Court Rules

That a film theatre is not responsible for the assault and robbery of a woman in its secluded ladies' room even though no attendant is on duty to furnish protection was the ruling handed down this week in a decision of the Appellate Division, Second Department, N. Y. Supreme Court in the case of Cora L. Roberts, of Brooklyn, victim of a robbery in a Times Square theatre in February, 1934.

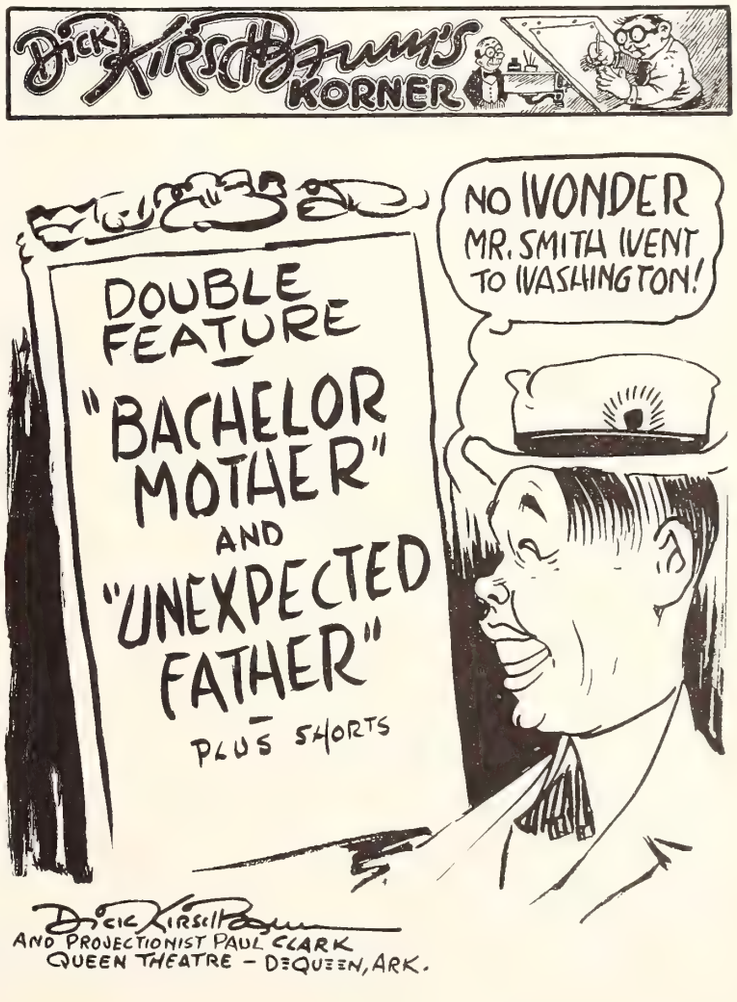
In dismissing Miss Hart's suit for $3,000 damages, the court wrote that "to assume that the presence of a matron in the ladies' room would have prevented the assault is merely to speculate upon the degree of criminality possessed by the thief." The presence of two or more women "does not prevent a thief from plying his calling, nor protect from assault and injury one who courageously attempts resistance."

Detroit Won't Host Allied Convention

The Allied Convention will probably not be held in Detroit, following a statement by Michigan Allied this week that it could not afford the expenses of the convention. The meeting will probably be held in Chicago in May or June.

McNutt to be Guest

Washington—When Variety Club gives its luncheon here next Wednesday, Paul V. McNutt of Indiana will be the guest of honor.



Program Exchange

Bachrach Post Card Programs Have Two-for-One Offer; the Reminder Has 2 Good Chirps

ALTHOUGH we can't see it, we are beginning to feel that spring is on the way. One way we have of knowing is that it doesn't get dark quite as early as it used to. And another way is to count back to Dec. 21 and then count ahead to March 21. On doing that, one finds that more days of cold weather have passed than are ahead of us. Or maybe we're all wrong. In our opinion, the only man really qualified to win friends and influence people is the weather man, because no matter what the occasion, he always has something to talk about. As a matter of fact, we don't do so bad ourselves.

But now let's get away from wind, storms and blizzards and devote our attention to programs. A former member has written asking our opinion on which is the best type of program: the weekly or monthly. For years, he writes us, he has been putting out a weekly on the theory that a monthly calendar is forgotten long before the next one is due. What do you members think? We'd like to have your expressions on the matter. Which type of program do you prefer, and why?

This week we welcome a new member—Irving Bachrach, of the Faribault Theatre Company, Faribault, Minn. (By the way, in giving the address of Erma Raeburn recently we inadvertently made it "Raeburn, S. D." This was an error. It should have been Lemmon, S. D. Better make this change on your mailing list.) Bachrach distributes an inexpensive program to his patrons. It's just the right size for easy tucking into the pocket or purse. Similar to a post card and printed on different colors of stock, the attractions of two theatres for two weeks are printed on one side, while on the other is either the list of coming attractions or any message Bachrach wishes to impress upon his patrons. These programs are given by the ushers to the patrons as they leave the theatre.

Do infrequent theatregoers get a copy? Yes, they do. Government postal cards with the bi-weekly attractions of the Paradise and Lido are sent to the theatre's mailing list. This activity costs very little, and the results, according to Bachrach, are highly satisfactory, for on the address side is a two-for-one offer for those who bring their cards to the theatre on certain days.

We'll leave Bachrach now, in the hope that we'll hear from him again one of these days.

Member Added This Week

Irving Bachrach, Faribault Theatre, Faribault, Minn.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....
Theatre .....
City .....
State .....



Attractive House Organ

Have a peek at Michael J. Carroll's program for the American Theatre, Bridgeport, Conn. Note how the theatre signature is always in full view, whether the program is opened or closed. In illustration, copy and general layout, it's an attractive house organ.

From Faribault, Minn., we'll skip down to Baltimore, Md., (just like that) and drop in on Will Brizendine of the Rialto Theatre. Will is specializing in gag giveaways these days. One is in the form of a prescription from "Dr. William Powell" to "Mr. and Mrs. Patron of Baltimore." The "doctor's" prescription is "heart throbs in equal proportions . . . comedy in large doses . . . mystery—just enough. If taken by everyone, young and old, will guarantee renewed life and happiness. This potent mixture is dispensed under the label 'After the Thin Man' with William Powell and Myrna Loy, etc."

A "birth announcement" mentioned the arrival of "Nick Charles Jr." and was signed by "Mr. and Mrs. Thin Man." At Christmastime, Brizendine did something that is unique in Christmas programs. He published a number of Christmas Carols, among them "Silent Night, Holy Night," "Away in a Manger," "The First Noel," "Jingle Bells," etc. The program was one of those folded affairs which, when spread out, measures about 15 inches. Yet, folded, it was small enough to tuck neatly into a man's vest pocket. This is a trifle late to be talking about Christmas programs, but Will's was so unusual that we believe other managers should grab the idea for use this coming December 25.

Cheerful Chirps

In this week's copy of The Reminder, issued for the Wallace and Rose Theatres, Levelland, Texas, there are a couple of "Cheerful Chirps" we think bear repeating. "A pawn broker," says one, "is a man who lives off the flat of the land." And another: "The old-fashioned girl who wore tight stays now has a daughter who stays tight." We have only one suggestion to make to the editors of The Reminder, and it is that the mimeographed weekly would be easier to read if printed on a lighter-colored stock, say yellow or light green or even white. As it is, the letters fairly dance on the reddish background.

W. S. Samuel of the Rex Theatre, Arp, Texas, has another novel innovation on his program. It's a "Caller's Time Sheet," and while we haven't the space to go into detail about it, we'll mention a few lines from the chart. "Friendly Calls, 2 minutes; Friends who want Credit, 2 seconds; Friends who want to borrow $100, not in; Anybody selling oil stock, call the dog." It's gags like this that make programs fresh and lively and always desired by patrons. We hope Samuel sends us a few more.

We've been getting some mighty attractive programs from Michael Carroll, skipper of the American Theatre, Bridgeport, Conn. According to layout, text and illustration they have the elements to make one want to look the folder over carefully. (By the way, Michael, we have a friend who visits Bridgeport often. From what we hear, it's a swell town and there are lots of handsome young men there. Surely there must be some lovely lassies, too.)

Gosh, we almost forgot the Safety Slogan this week. According to Tom Pringle, "when you meet a motorist who is driving with only one headlight, blink your lights once. When you meet a car with no headlights blink your lights twice. Remember motorists, when you see someone blink at you, get out and check your lights. Eliminate 'one-eyed monsters'."

To impress on his patrons some interesting facts about "The Star Maker," Tom printed a Cross Word Puzzle on the front page of his program. When the horizontal and vertical definitions were made in the squares, one learned a lot about the picture. Good work, Tom.

Sorry, but we've gone overboard on space, so must stop here. But we'll be back soon.

Kiddie Club That Pays

Fred Leopold of the Grand, Wilmington, formed a kiddie club that pays dividends. To get in, a kid simply attends, signs a registry book and gets a button with a number on it. On Saturdays, about ten numbers are posted outside the box office. If the button corresponds with the posted number the lucky contestant gets in free. For the others, prizes are given according to numbers drawn from a barrel. All prizes are promoted and lobby credit given to the merchants.



Binstock's Holiday Display

Manager Paul Binstock took advantage of the holiday season to place this display in his lobby announcing the top pictures for Christmas and the New Year. Santa Claus, talking to the child, has been left out of the picture by a nose. But if you look closely, you can see his whiskers and hand. The display also served to announce Binstock's annual Xmas party.

Selling the Picture

Tilbury Folk Couldn't Help But Know That "Maisie" Was in Town

"Maisie" came to the Plaza Theatre, Tilbury, Ont., Canada, recently, and took the town by storm. Of course, everyone knew she was on the way. Manager Harland Rankin took care of that. To local business men he sent letters purportedly from "Maisie." He tied up with a local electric shop to sponsor the picture.

In the lobby a girl gave kisses (we presume candy ones—otherwise, oh boy!!) to patrons entering the theatre. Supposedly "Maisie," the cashier made 300 telephone calls making dates with the public to see her. A car was offered for sale by a local garage to see "Maisie." Police warnings were issued to the ladies to lock their husbands up as "Maisie" was coming to town.

Forgetting "Maisie" for a moment, we want to report Rankin's Most Manly Girl Contest, in which girls donned boys' clothing and appeared on the stage to vie for prizes. A comely young lass, Miss Nancy Hope, 15, won the coveted honor. A farmer's daughter, she said she preferred feminine attire, despite winning the award.

The Plaza usherettes are now snappy soldiers in their new military uniforms. The Girl Guides of Tilbury were recent guests of the theatre. Gas-filled balloons with the theatre's address were floated recently, and the boy or girl at the farthest point retrieving a balloon and mailing it back to the theatre was rewarded with a week of free shows.

Robbins' Swell Campaign Boosts Biz on "Drums Along Mohawk"

A swell campaign by Manager Roy Robbins of Warners' Karlton Theatre, Philadelphia, resulted in bigger-than-average business on "Drums Along the Mohawk." In the first place, he promoted window displays at Wanamaker's, Gimbel's, Brentano's, all of whom displayed playdate cards. A letter from Roy to all Boy Scout Troops recommended the picture.

He promoted radio announcements on Martha Lane's "Dolly Madison Ice Cream" program, WFIL; Uncle Wip's Kiddie Carnival on WIP; Horn and Hardart's Sunday Children's Hour and "Keep Posted" program on WCAU. Since "Drums Along the Mohawk" was selected as "the movie of the week" by *Life magazine,* Roy used the spread in a special 40x60 display. He hit South Philadelphia newspapers with publicity, and promoted nineteen still locations in hotels and prominent store windows.

Letters to Music Schools, Teachers

Jerry McWhorter, manager of the Hamilton Theatre in Chicago, sent out letters to music instructors, music schools and the like on the Heifetz picture, "They Shall Have Music." The music classes of the local high school were also contacted for a theatre party.

Prize to First Baby's Parents

A three-months' pass was given to the parents of the first baby born during the engagement of "Babes In Arms" at the Parthenon in Chicago, Manager M. Braze reports. He didn't add whether he was going to allow the baby in free too!

FOR BETTER SHOW SELLING Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
Fighting 69th	Jan. 27
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
Ninotchka	Nov. 4
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
Swiss Family Robinson	This Issue
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
U-Boat 29	Oct. 7

Interred Names of Kiddies Will Be Transformed Into Passes

Something quite unique, something that's worthy of duplication by other enterprising managers, was staged recently when Harland Rankin, manager of the Plaza Theatre, Tilbury, Ontario, had children come to his theatre on a certain night and leave their names and addresses.

The following day, with appropriate ceremony, a sealed box containing the information was planted (Harland doesn't say where) with appropriate ceremonies. The object of the stunt, of course, is to have the names and addresses change into passes for each of the youngsters.

Next spring the box will be exhumed and the passes distributed. Now all that Rankin has to worry about is how to dig up the box in the meantime, switch the contents, and bury it again without kids catching on.

No House Organ for Paynesville Theatre; Lists Films in Newspaper

On the front page of *The Paynesville* (Minnesota) *Press* there appears an item announcing the showing of "Everything Happens at Night" at the Rialto Theatre. Small as it is, the item at least graces the front page, and for that reason assumes greater importance than would be the case if it were a longer story on one of the inside pages.

On Page 3 is the Rialto's one-column advertisement carrying a list of the week's attractions. The feature picture is not the main attraction on Thursday. Instead, citizens are informed that on that day the theatre will offer (1) $140, plus (2) "Too Busy To Work." In other words, the picture's the thing on other days of the week; but on Thursday, cash takes first place.

The manager of the Rialto doesn't issue a regular house program. Instead, he takes an entire page in the Press monthly, and announces his shows for the entire month. Each ad is three-by-four inches in size, and there are 14 of them. Since Paynesville is a small community, possibly it is more economical to take a page in the paper than to put out a house program.

Midwest Theatres Using Baby Stunt for "A Child Is Born"

Midwest exhibitors are receiving the complete support of newspapers in planning campaigns for "A Child Is Born."

According to reports from St. Louis and Des Moines, local papers will cooperate to the utmost in publicizing the film, along the lines of those which were worked in connection with the Kansas City world premiere at the Newman Theatre.

In St. Louis, Fanchon and Marco sponsored a contest to select the most beautiful baby in the city for the premiere. The *St. Louis Star-Times* covered the stunt completely.

In Des Moines, the Tri-States Circuit worked a similar gag tied in with the *Des Moines Register-Tribune.* In this situation, the winning baby was given a screen test locally, which will be sent to the Warner studios at Burbank for consideration.



Windows Are Part of "Philly "Gone" Campaign

The exploitation campaign that shook Philadelphia as few others have ever done was staged for the showing of David O. Selznick's MGM Technicolor release, "Gone With the Wind." Besides grabbing two large windows in Philly's main shopping stem, as shown above, the advertising and publicity boys held a contest to select the girl to wear Vivien Leigh's "Gone" apparel. With the Junior League sponsoring the premiere, Philly's "400" were present in all their finery, and a gay crowd attended the dinner and dance which took place at the Bellevue-Stratford Hotel immediately following the performance.

The Studio Check-Up

Any pictures on which Advance Dope has been published are marked by asterisk (*). See booking guide for dates of publication.

[This Week: In Production—36; Being Edited—72]
[Last Week: In Production—35; Being Edited—76]

COLUMBIA

Being Edited

OUTSIDE THE 3-MILE LIMIT*

BULLETS FOR RUSTLERS (W)*

BLAZING SIX SHOOTERS*

FIVE LITTLE PEPPERS AT HOME*

TEXAS STAGECOACH*

PASSPORT TO ALCATRAZ*

BLONDIE ON A BUDGET*

TOO MANY HUSBANDS*

I MARRIED ADVENTURE
Travelogue Feature.
Made by Mrs. Osa Johnson.

MEN WITHOUT SOULS
John Litel, Rochelle Hudson.
Directed by Nick Grinde.

In Production

DOCTOR TAKES A WIFE
Loretta Young, Ray Milland.
Directed by Alexander Hall.

M-G-M

Being Edited

STRANGE CARGO*

MAN FROM DAKOTA*

FLORIAN*

NEW MOON*

GHOST COMES HOME
Frank Morgan, Billie Burke, Ann Rutherford. Directed by William Thiele.

In Production

FORTY LITTLE MOTHERS*

EDISON THE MAN
Spencer Tracy, Gene Reynolds, Rita Johnson, Lynne Overman. Directed by Clarence Brown.

DR. KILDARE'S GIRL
Lionel Barrymore, Lew Ayres.
Directed by Harold Bucquet.

TWO GIRLS ON BROADWAY
Lana Turner, George Murphy, Joan Blondell. Richard Lane. Directed by S. Sylvan Simon.

WATERLOO BRIDGE
Vivien Leigh, Robert Taylor, Virginia Fields. Directed by Mervyn LeRoy.

PRIDE AND PREJUDICE
Greer Garson, Laurence Olivier, Mary Boland. Directed by Robert Z. Leonard.

MONOGRAM

Being Edited

RHYTHM OF THE RIO GRANDE*

CHEYENNE KID*

In Production

In England

LIBERTY RADIO
Diana Wynyard, Clive Brook.

PARAMOUNT

Being Edited

SEVENTEEN*

DR. CYCLOPS (Tech.)*

UNTAMED (Tech.)*

WOMEN WITHOUT NAMES*

TYPHOON (Tech.)*

FARMER'S DAUGHTER*

SHOWDOWN*

OPENED BY MISTAKE*

LIGHT OF WESTERN STARS*

ROAD TO SINGAPORE*

BISCUIT EATER*

AT GOOD OLD SIWASH*

HIDDEN GOLD*

WAY OF ALL FLESH*

SAFARI*

GOLDEN GLOVES*

WAR ALONG THE STAGE TRAIL*

BUCK BENNY RIDES AGAIN*

WOMAN FROM HELL*

DOWN WENT McGINTY
Brian Donlevy, Akim Tamiroff.
Directed by Preston Sturges.

In Production

DESTINY
Basil Rathbone, Ellen Drew, John Howard. Directed by Tim Whalen.

GHOST BREAKERS
Bob Hope, Paulette Goddard.
Directed by George Marshall.

RKO-RADIO

Being Edited

MARINES FLY HIGH*

BULLET CODE*

MILLIONAIRE PLAYBOY*

LITTLE ORVIE*

PRIMROSE PATH*

IRENE*

BILL OF DIVORCEMENT*

AND SO GOODBYE*

ISLE OF DESTINY*

THE RAMPARTS WE WATCH
March of Time Feature

In Production

MY FAVORITE WIFE*

COURAGEOUS DR. CHRISTIAN
Jean Hersholt, Dorothy Lovett.
Directed by Bernard Vorhaus.

CURTAIN CALL
Barbara Read, John Archer.
Directed by Frank Woodruff.

ROMANTIC MR. HINKLIN
Lucille Ball, James Ellison.
Directed by Ray McCarey.

REPUBLIC

In Production

DARK COMMAND*

PIONEERS OF THE WEST
Three Mesquiteers.
Directed by Lester Orlebeck.

FORGOTTEN GIRLS
Louise Platt, Donald Woods.
Directed by Phil Rosen.

RANCHO GRANDE
Gene Autry, Smiley Burnette.
Directed by Frank McDonald.

20th CENTURY-FOX

Being Edited

SHOOTING HIGH*

DANCE WITH THE DEVIL*

FOR WOMEN ONLY

In Production

I WAS AN ADVENTURESS*

VIVA CISCO KID*

STAR DUST*

EARTHBOUND
Warner Baxter, Andrea Leeds, Lynn Bari. Directed by Irving Pichel.

SAILOR'S LADY
Nancy Kelly, Jon Hall, Joan Davis.
Directed by Allan Dwan.

LILLIAN RUSSELL
Alice Faye, Don Ameche, Henry Fonda, Edward Arnold. Directed by Irving Cummings.

CHARLIE CHAN'S CRUISE
Sidney Toler, Marjorie Weaver.
Directed by Eugene Forde.

UNITED ARTISTS

Being Edited

REBECCA (Selznick)*

CRACKPOTS (Roach)*

HOUSE ACROSS THE BAY (Wanger)*

1,000,000 B. C. (Roach)*

MY SON, MY SON (Small)*

THE WESTERNER (Goldwyn)*

In England

THIEF OF BAGDAD (Tech.)
Sabu, Conrad Veidt, June Duprez.
Produced by Alexander Korda.

UNITED ARTISTS (Cont.)

In Production

GREAT DICTATOR
Charles Chaplin, Paulette Goddard.
Producer-Director, Charles Chaplin.

OUR TOWN
Frank Craven, Fay Bainter, Thomas Mitchell. Directed by Sam Wood.
Produced by Sol Lesser.

UNIVERSAL

Being Edited

RIDERS OF PASCO BASIN* (W)

HONEYMOON DEFERRED*

RIVER OF MISSING MEN*

DOUBLE ALIBI*

BLACK FRIDAY*

ENEMY AGENT*

HOUSE OF THE SEVEN GABLES*

In Production

IT'S A DATE*

ALIAS THE DEACON
Bob Burns.
Directed by Richard Wallace.

MA! HE'S MAKING EYES AT ME
Tom Brown, Constance Moore.
Directed by Harold Schuster.

WARNER BROTHERS

Being Edited

TEAR GAS SQUAD*

GAMBLING ON THE HIGH SEAS*

MURDER IN THE AIR*

KING OF THE LUMBERJACKS*

FUGITIVE FROM JUSTICE*

VIRGINIA CITY (Tech.)*

IT ALL CAME TRUE*

THREE CHEERS FOR THE IRISH*

In Production

SATURDAY'S CHILDREN*

WE SHALL MEET AGAIN*

SEA HAWK
Errol Flynn, Brenda Marshall, Donald Crisp. Directed by Michael Curtiz.

ALL THIS AND HEAVEN, TOO
Bette Davis, Charles Boyer.
Directed by Anatole Litvak.

TORRID ZONE
James Cagney, Pat O'Brien, Ann Sheridan. Directed by William Keighley.

AN ANGEL FROM TEXAS
Eddie Albert, Jane Wyman, Ronald Reagan. Directed by Ray Enright.

A Private Nurse Says:

"It takes a lot to make me love a man in the face of all I know about them!"



CAROLE

Lombard

BRIAN

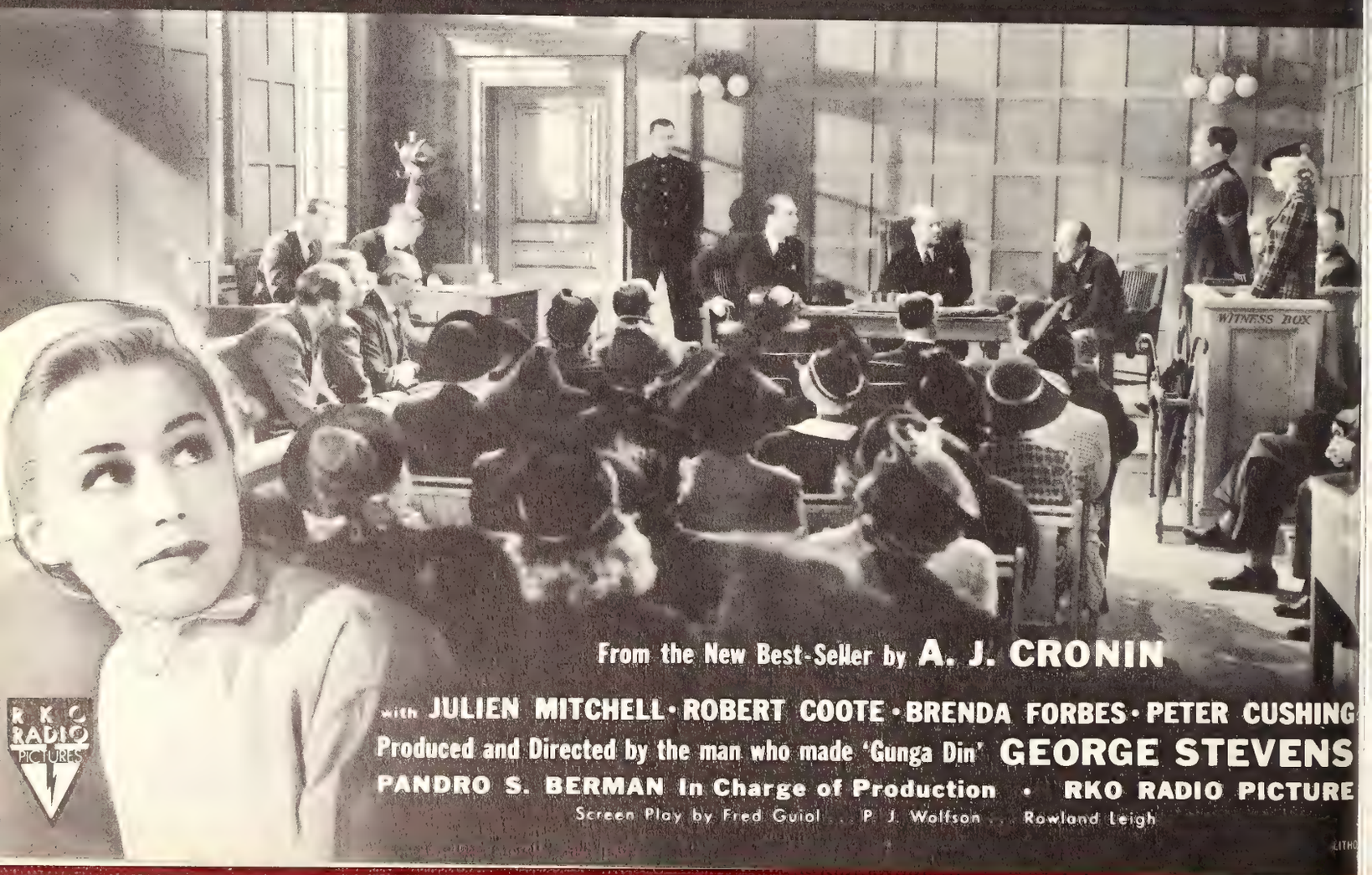
Aherne

ANNE

Shirley

THE AUTHOR OF "THE CITADEL" *reveals the intimat secrets of a private nurse, in drama more absorbing than hi first great success—the story o two sisters who braved a ruthles code to find the love their spartan calling would deny them! Played by three great stars with a brilliance that fires flesh and blood into the most sensational serial published by Good Housekeeping Magazine in years! . . A dramatic flame to blaze new box office wildfire everywhere!*

"VIGIL IN THE NIGHT"



From the New Best-Seller by **A. J. CRONIN**

with **JULIEN MITCHELL · ROBERT COOTE · BRENDA FORBES · PETER CUSHING**

Produced and Directed by the man who made 'Gunga Din' **GEORGE STEVENS**

PANDRO S. BERMAN In Charge of Production · **RKO RADIO PICTURE**

Screen Play by Fred Guiol . . P. J. Wolfson . . Rowland Leigh

RKO RADIO PICTURES

Action, Adventure For the Family Are "Swiss Family Robinson" Sales Slants

WRITTEN by Johann David Wyss in 1812-13, "Swiss Family Robinson" immediately became one of the world's most popular fiction stories. Even today it is a best-seller. Millions of people have read the book, which has been translated into every popular language.

Translated into showmanship vernacular, that means a pretty large audience is awaiting the opportunity to see the picture. Not only children, but adults as well should be on the waiting list, inasmuch as the famous classic has been a favorite for over a hundred years. When a picture with a strong family appeal comes your way, it's up to you to make your campaign reach every member of every family group. "Swiss Family Robinson" is such a picture.

One of the first, and perhaps one of the simplest tieups that will come to your mind, is that on the books. There are three editions available (25c, 50c and $1.00). Thus, you can get displays in department stores, drug stores and book shops, for the different price classifications will place the book in establishments other than book shops exclusively. Windows, supplanted with stills from the picture and art work made up by your own or the stores' artists, should be easy to plant. Likewise, counter displays should be promoted wherever possible.

Huge compo-board book displays should be constructed for street ballyhoo and for use in your lobby in advance of and during the engagement of the picture.

Lobby Board of Action Stills

Let your public know that all the adventurous action and thrills of the book have been retained in the screen version. Getting a supply of action stills from your RKO-Radio exchange, have a giant lobby board constructed featuring a montage of these stills. Or, using the book idea once again, have a large replica of the book so arranged that it can be opened and the pages turned, each page revealing either a group of stills or a blowup of a still. An informative announcement near the display should bear copy urging patrons to "turn the pages for samples of the thrills and adventure" awaiting them in "Swiss Family Robinson."

If you'd like to grab off some valuable newspaper publicity, why not have a "special advance showing" of the film for bonafide Robinson families in your locality? A study of the city directory would determine whether there are too many, or perhaps too few, to make such a venture profitable.

At any rate, invitations could be mailed to the Robinsons listed. To prevent any misunderstandings, news stories relating to the showing should mention that only the "Robinson families listed in the Blank City Directory will receive invitations to the special advance performance." Of course, if there are others who furnish sufficient proof that they are Robinsons and reside within the city limits, then they are also entitled to be your guests. It's possible that your house may be filled to overflowing, with the necessity of giving an extra performance. But if you tip off the newspaper editor to have one of his reporters present, or better still, to be there himself, you'll be sure of getting enough publicity to pay for those regular admissions which were squeezed out because of the special event. And remember, too, that a houseful of "walking ads" will do more to arouse interest in the regular engagement than many other methods you might employ.

An SB Showmanalysis (REG. U. S. PAT. OFF.)

Screenplay by Walter Ferris, Gene Towne and Graham Baker. From the novel by Johann David Wyss. Director, Emil Ludwig. Associate Producer, David J. Ehlers. Producers, Gene Towne, Graham Baker.

According to the cast of characters, there are six Robinsons in the picture. Either in your house program, in the newspaper, or by means of a lobby board, you could reproduce photographic closeups of the six Robinsons and, listing the first character name of each, invite the public to place the correct first name under the proper photo or beside the proper number, if the photos are numbered. The players' real names might also be omitted, with the condition that they, too, be supplied. If this stunt is worked before you begin your regular newspaper and posting campaign, it isn't likely you'll have too many winners.

Cooperation from Scout Troops

In "Swiss Family Robinson" you have a "natural" for tieups with the Boy and Girl Scout troops of your city. The cooperation and backing of these groups is really important and will account largely for extra admissions at the box office, not only because people will be influenced by the action of these young people, but also because each member will "talk up" the picture to his elders. Besides posting advertising matter in Scout headquarters, get the troops to set up camp in a vacant square or park located near your theatre. Here, they can give demonstrations on how to start a fire without matches, cook food in sea shells, etc. There should be a large sign explaining that the Scouts are demonstrating how the "Swiss Family Robinson" lived for three years on a South Sea island. Boy and Girl troops might participate in a parade to your theatre where they would see the picture as your guests.

Send personal letters to the presidents of women's clubs, literary clubs, Better Films Councils, etc., urging them to inform their members that the story they enjoyed so much when children has been brought to the screen and will be shown at your theatre soon. You should also place announcements on the Y.M.C.A. and Y.W.C.A. bulletin boards. Go to the superintendent of schools and enlist his cooperation in urging students to see the picture. A *Photoplay Study Guide* and a *Film Guide* have been prepared for class discussions. Show these to the superintendent or to the principal and get his permission to furnish them to pupils and teachers for use in the classroom. Arrange special matinees for students.

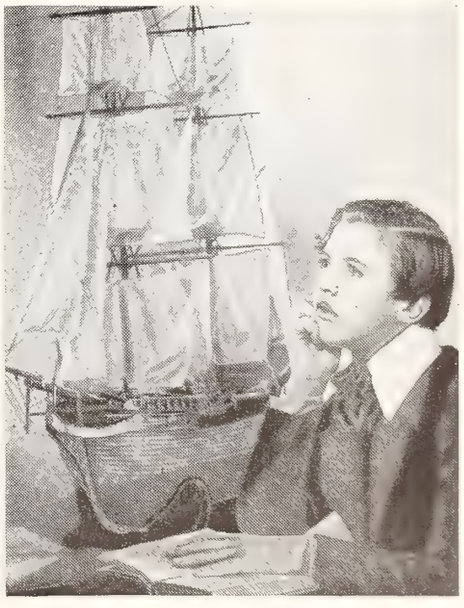
Here's a picture you can ballyhoo. A large truck with a replica of the sailing vessel on which the Robinsons sailed, and bannered on each side, would stop traffic. And while we're mentioning the sailing vessel, wouldn't it be smart to print a sketch or photograph of it in the newspaper and invite boys to submit models for prizes and display purposes in your lobby? Getting your cue for the costume from the stills, have a boy lead a couple of goats around town, each goat carrying a blanket with the title and playdate imprinted on it.

Something with a potent appeal for the ladies are fashion tieups with stores in your town. Taking as his cue the early 19th century costumes worn by the cast in the film, Edward Stevenson, RKO-Radio studio costume designer, has created some modern adaptations. They are available at stores in pattern form by arrangement with McCall Pattern Service and *McCall Magazine*. From the Botany Worsted Mills, Passaic, N. J., you can get complete details of the working plan to get your started off on the right foot. Cooperative newspaper advertisements, special window and counter displays, and fashion "art" should be the goal toward which to work.

A jungle effect should be striven for in your front and lobby. At the same time, make sure that the action stills we mentioned are liberally displayed. The posters can easily be adapted to cut-out uses for the sidewalk or marquee.



It was and still is a famous book, read by millions. Therefore, the "walking book ballyhoo" is just as correct and necessary for "Swiss Family Robinson" as for any screen version of any novel you've ever played. It's simple to effectuate—so utilize it.



When you run details of your model ship building contest, here's an attractive piece of "art" with which to dress it up. Contestants may get some pointers on ship construction from the model beside which Terry Kilburn is shown in dreamy mood.

The Box Office Slant

Dr. Ehrlich's Magic Bullet

WB Drama 102 mins.

(Prod. No. not set—Nat'l Release, March 2)

Cast: Edward G. Robinson, Ruth Gordon, Otto Kruger, Donald Crisp, Maria Ouspenskaya, Montagu Love, Sig Rumann, Donald Meek, Henry O'Neill, Albert Basserman, Edward Norris, Harry Davenport, others. Credits: Directed by William Dieterle. Executive Producer, Hal B. Wallis. Associate Producer, Wolfgang Reinhardt. Original screenplay by John Huston, Heinz Herald and Norman Burnside. From an idea by Norman Burnside. Photographed by James Wong. Music by Max Steiner. Art Director, Carl Jules Weyl. Film Editor, Warren Low. Makeup Artist, Perc Westmore. Special Microscopic Effects by Robert Burks. Technical advisors, Dr. Stanley Fox, Dr. Harry Martin and Dr. Fred Stimpart.

Plot: Love, who runs the Kaiser Wilhelm Hospital more like an army barrack than a free clinic, dismisses Robinson for infractions of rules. Robinson, engaged in laboratory research at home, is taken to a famous bacteriologist, Basserman, by his friend, Kruger, and becomes a member of the staff. He effects a cure for tuberculosis. Then he attempts to effect a cure for a dread social disease, meanwhile trying to carry on his work while the committee on government subsidies, feeling he is getting no results, decides to cut down his grant. Ruth Gordon, Robinson's wife, appeals to, and receives funds from Marie Ouspenskaya, a wealthy widow. After many more experiments, Robinson finds an effective cure, known as 606. Among the cases treated, 38 die, and Rumann, jealous of his colleague and seeking to expose him, publishes a paper charging Robinson with murder for personal profit. Robinson sues for libel, and at the trial Kruger comes to his defense. The doctor is exonerated and the cause of true science triumphant.

Comment: In "Dr. Ehrlich's Magic Bullet," Warner Brothers have contributed another worthy offering to the hall of screen fame—a motion picture with all the attributes to make it one of 1940's most auspicious screen triumphs. It is a production that places Edward G. Robinson in the niche with other truly great actors, for in it he abandons his customary gusty portrayals and contributes a restrained and brilliant performance as the tolerant, humane Dr. Ehrlich. And though he stands out, excellent assistance is lent by Otto Kruger and Ruth Gordon, who head a strong supporting cast. The picture deals frankly with a dread social disease and a doctor's fight to effect a cure—a theme so delicately and beautifully handled that it becomes at once absorbingly dramatic. Only one possible unfortunate thing looms to mar the success of the picture; while intelligent audiences will appreciate its merits, the masses, who would be greatly benefited by seeing a film dealing with a subject so vitally affecting humanity, may refrain from viewing it because of their mistaken evaluation of what constitutes screen entertainment. "Dr. Ehrlich's Magic Bullet" will receive enthusiastic receptions in metropolitan centers, but in smaller communities it will need the backing of a well-planned campaign to draw the heavy patronage it deserves. Where Robinson has a good following, of course, it should succeed. But whatever its experience at box offices throughout the country, the fact remains that it is a meritorious offering destined to rank high among screen entertainments. (ADULTS)

Catchline: "His fight to save human life made him a man to be remembered for all time."

AUDIENCE SLANT: IT WILL BE APPRECIATED BY INTELLIGENT THEATREGOERS.

BOX OFFICE SLANT: IT SHOULD DO WELL IN METROPOLITAN CENTERS, BUT IN THE HINTERLANDS IT WILL NEED HEAVY CAMPAIGN ASSISTANCE.

Legion of Decency Ratings:

(For Week Ending February 10)

SUITABLE FOR GENERAL PATRONAGE

Death Goes North — Special Inspector

SUITABLE FOR ADULTS ONLY

Broadway Melody of 1940 — Convicted Woman
Manhattan Shakedown — Murder Is News
Sidewalks of London — Typhoon

My Little Chickadee

Universal Comedy 83 mins.

(Nat'l Release, Feb. 9)

Cast: Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Donald Meek, Gene Austin, Candy and Coco, Anne Nagel, Margaret Hamilton, Ruth Donnelly, Fuzzy Knight, Harlan Briggs, George Moran, Willard Robertson. Credits: Produced by Lester Cowan. Directed by Edward Cline. Original screenplay by Mae West and W. C. Fields. Camerman, Joseph Valentine. Musical director, Charles Previn. Art director, Jack Otterson. Film editor, Ed Curtiss.

Plot: Mae West is on a stage coach held up by a masked bandit. She is kidnapped by him but falls in love with him. When she arrives at her aunt's home, the townspeople expel her because the masked man visited her. On the train to Greasewood, she meets Fields. She gets a gambler to promote a phony marriage. Fields is made sheriff by the town's boss, Calleia. When Fields tries to imitate the masked bandit to gain admission to Mae's room, he is seized by the townspeople, who threaten to hang him until Calleia reveals to Mae that he is the bandit.

Comment: With two comedians like Mae West and W. C. Fields together in a picture for which they have written the original screenplay, it takes little imagination for anyone to deduce without benefit of words that the picture will be extremely funny. Such a deduction would be absolutely accurate. One quip follows another and the picture moves with surprising speed and rapidity. Something is happening all the time. Mae West is just like she was in her first picture, "She Done Him Wrong" and Fields is as good as he ever was. With that combination, the picture is sure to do business. The dowdy Western town setting makes an ideal one for them to exchange smart cracks and if the success of other recent pictures in the same setting mean anything, this fact, too, will add to this picture's box office success. Fields goes through some of his familiar routines with a new twist to them and will set your audiences to roaring. Credit Eddie Cline's direction for a fast, well-paced comedy that ought to do a clean-up business at the box office. It's easy to sell on the strength of the names. Use a teaser campaign with silhouettes of the stars. Offer to allow men to have their pictures taken in the lobby next to a standee of Mae West. They'll get a kick out of it. Have a peep box in the lobby in which an attractive figure of Mae West is visible through a tiny opening. (ADULT)

Catchline: "She wanted him in the West way."

AUDIENCE SLANT: THE GAGS WHICH COME THICK AND FAST SHOULD HAVE ANY AUDIENCE ROARING. IT'S THE KIND OF A PICTURE THAT WORD OF MOUTH WILL DO MUCH TO BUILD UP INTEREST IN.

BOX OFFICE SLANT: SHOULD DO A TERRIFIC BUSINESS ON THE STRENGTH OF THE NAMES, THE SETTING AND THE GENERAL MERIT OF THE PICTURE.

Broadway Melody of 1940

(Hollywood Preview)

MGM Musical 100 mins.

(Prod. No. 21—Nat'l Release, Feb. 9)

Cast: Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan, Ian Hunter, Florence Rice, Lynne Carver, Ann Morriss, Trixie Firschke, Douglas McPhail. Credits: Directed by Norman Taurog. Produced by Jack Cummings. Screenplay by Leon Gordon and George Oppenheimer. Original story by Jack McGowan and Dore Schary. Lyrics and Music by Cole Porter. Musical direction, Alfred Newman. Musical arrangements, Roger Edens. Dances by Bobby Connolly. Recording director, Douglas Shearer. Art director, Cedric Gibbons. Photography by Oliver T. Marsh and Joseph Ruttenberg. Film editor, Blanche Sewell.

Plot: Fred Astaire and George Murphy

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are dancing at a cheap dance hall, when, through a mistake of Astaire's, Murphy gets a chance to win the lead opposite Eleanor Powell, in a new Broadway show. Astaire sacrifices his own ambition to help Murphy, but success goes to Murphy's head and he starts drinking. The night the show opens, Astaire finds Murphy drunk in his dressing room so he takes his place for the first number, giving him a chance to sober up and continue with the show. Only Eleanor knows what has happened, so she comes to see Murphy the following morning looking for Astaire, but he has gone. Realizing what he has done, Murphy tries to right things by appearing drunk the following night, thus giving Astaire a chance to do the entire show. The picture ends with the three doing a number together.

Comment: A new high has been set in filmusicals with this smart, lavish production, and it will undoubtedly bring great pleasure to the millions interested in dance routines and twinkling feet. The new combination of Fred Astaire and Eleanor Powell is a splendid one, and supplemented by George Murphy, with Frank Morgan supplying some swell comedy, it is the sort of film that should prove sock entertainment for the masses. Magnificent mountings, excellent settings, music by Cole Porter, plus strong support in the smaller roles, makes it look like a popular hit. The direction of Norman Taurog is just about perfection, keeping the tempo fast throughout. Songs that score most favorably are "I've Got My Eyes On You", "Between You And Me" and "I Concentrate on You" so get your local broadcasting station to cooperate by playing the music before opening date. Music, department and dress stores should be interested in window displays, especially an arresting display of nautical merchandise. Newspaper cooperation should be solicited.

(FAMILY)

Catchline: "The newest dancing combination in the smartest, catchiest musical".

AUDIENCE SLANT: SHOULD BRING GREAT PLEASURE TO THE MILLIONS INTERESTED IN MUSICALS.

BOX OFFICE SLANT: SOCK ENTERTAINMENT FOR THE MASSES.

Northwest Passage

(Hollywood Preview)

MGM **Drama** **103 mins.**

(Prod. No. 25—Nat'l Release, Feb. 23)

Cast: Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton, Louis Hector, Robert Barrat, Lumsden Hare, Donald McBride, Isabel Jewell, Douglas Walton, Addison Richards, Hugh Sothern, Regis Toomey, Montagu Love, Lester Matthews, Truman Bradley. **Credits:** Directed by King Vidor. Produced by Hunt Stromberg. Screenplay by Laurence Stallings and Talbot Jennings. Based on the novel by Kenneth Roberts. Musical score by Herbert Stothart. Art director, Cedric Gibbons. Directors of Photography, Sidney Wagner and William V. Skall. Film Editor, Conrad A. Nervig.

Plot: Robert Young, an artist, is engaged to Ruth Hussey. But her parents refuse consent to the marriage unless he adopts some other profession. Young and his old friend, Brennan, a woodsman, take to the woods and soon meet Tracy, head of the Rangers, about to set out on an expedition to wipe out an Indian village. After many hardships, the little band succeeds. They have overcome the dangers of hostile Indians, their French enemies, swamps, cold and lack of food. When they finally return they are hailed as heroes. Tracy is about to start off on a new adventure as Young and Ruth watch him leave, the way now paved for their marriage.

Comment: This picturization of the best seller of the same name is an excellent outdoor production that should prove one of the outstanding box office hits of the season. It presents an authentic historical picture of the pre-revolutionary pioneers who wrested an empire from the Indians and the wilderness and is the type of picture that will profit greatly by word of mouth advertising. It isn't often that a subject lends itself to such marvelous natural backgrounds and the Technicolor photography is a treat that will thrill any audience—it makes it so realistic. All in all, it is robust entertainment with plenty of suspense, excitement, comedy and tragedy, vividly portrayed. Spencer Tracy's characterization of Major Rogers is excellent and Robert Young and Walter Brennan are among others doing splendid work among the huge cast. Great praise is due King Vidor for his masterful direction. The fine production is a credit to Hunt Stromberg. In view of the fact that all of the 1939 polls listed outdoor entertainment as tops, concentrate on this angle in all your advertising. Since the picture was adapted from a best selling novel, make tieups with book stores and libraries. Cooperations should be sought from history teachers

(ADULT)

Catchline: "The great adventure story of pioneer days."

AUDIENCE SLANT: EXCITING OUTDOOR ENTERTAINMENT LIKE THIS SHOULD MAKE A HIT WITH ANY AUDIENCE.

BOX OFFICE SLANT: SHOULD BE ONE OF THE BIG HITS OF THE SEASON.

Vigil In The Night

(Hollywood Preview)

RKO **Drama** **95 mins.**

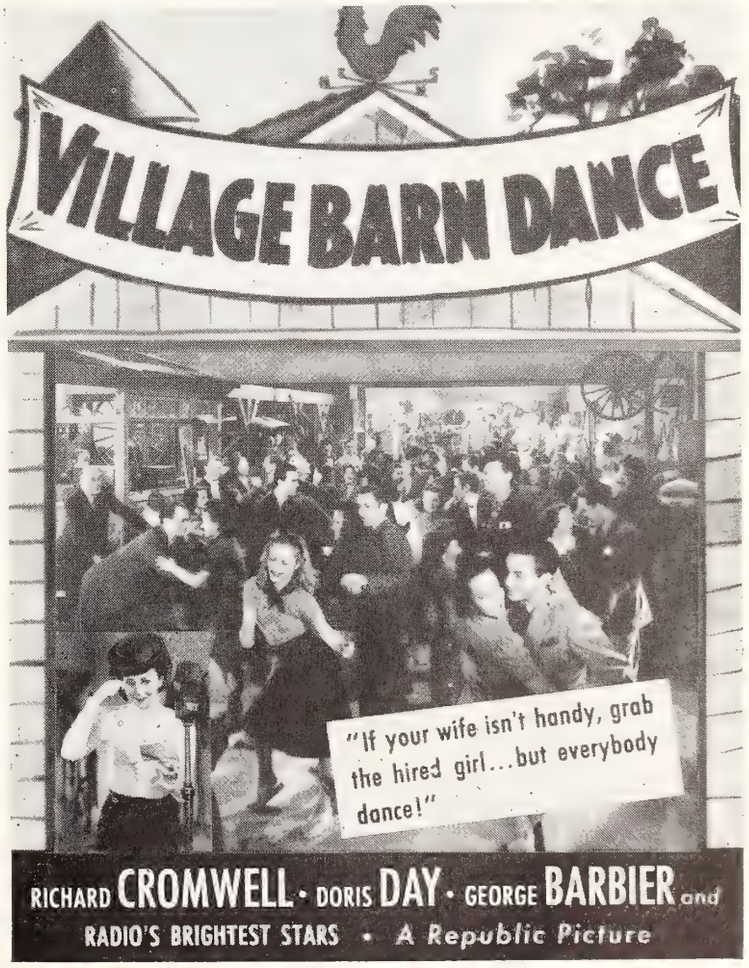
(Prod. No. 7—Nat'l Release, Feb. 9)

Cast: Carole Lombard, Brian Aherne, Anne Shirley, Julien Mitchell, Robert Coote, Brenda Forbes, Rita Page, Peter Cushing, Ethel Griffies, Doris Lloyd, Emily Fitzroy. **Credits:** Produced and Directed by George Stevens. Screenplay by Fred Guiol, P. J. Wolfson and Rowland Leigh from the novel by A. J. Cronin. Photography by Robert de Grasse. Art Director, Van Nest Polglase. Recorded by Richard Van Hessen. Film Editor, Henry Berman. Pandro S. Berman in charge of production.

Plot: Carole Lombard whose nursing career is her life, takes the blame for a mistake made by Anne Shirley, her sister. Discharged, she joins the staff of another hospital and there encounters the famous Brian Aherne. From the balcony of the operating room, she calls attention to a mistake that might have cost the life of Julien Mitchell, one of the richest men in town and head of the hospital board—thus bringing herself to Aherne's attention. Meanwhile Anne has graduated and joined up with a nursing home of questionable character, and when a patient commits suicide, Anne and the head of the hospital are arrested. Aherne, hearing of this, comes to her aid, and after she is freed the three go back to the isolation ward of their hospital to fight an epidemic that has broken out. It is only after his son is stricken and saved by Anne, who sacrifices her life doing it, that Mitchell realizes how much his money can help the hospital, so he keeps his promise to Aherne and gives the hospital the assistance it needs.

Comment: Here is heavy, emotional drama reaching the highest standard in every department, whose only drawback is the lack of comedy relief. It has been presented in a very sombre manner, that makes no concessions for the average audience entertainment, and its box office draw, therefore, will depend largely upon the manner in which it is sold. The story, written by A. J. Cronin, famous for "The Citadel," has been skillfully translated to the screen by Producer-Director George Stevens. Carole Lombard proves her versatility as a splendid actress, by giving one of the finest dramatic performances ever to reach the screen, with Anne Shirley running her a close second. Brian Aherne, Julien Mitchell and a stellar supporting cast, fulfill their assignments with exceptional ability. The picture is a marked tribute to the devoted and loyal band of women who patrol the hospitals of the world, so arrange an advance showing for local medical groups, hospitals and nurses homes. Dress house staff as nurses

(Continued on page 22)



The Short Subject

IN THE SHORT SHOPS

MGM

One of Great Britain's greatest heroes, Clive of India, will live again in "The Hidden Master." He will be portrayed by William Tannen in the John Nesbitt one-reeler. The film, dealing with the part that luck has played in the destiny of many men, presents the Clive episode in which he tried to shoot himself, but lived because luck saw to it that the pistol did not go off. Sammy Lee is director, with Jack Chertok and Richard Goldstone producing.

Even screen cartoons are falling in line with the Shakespearean trend. For, not to be outdone by stage productions of the Bard's famed works, the cartoon department will soon offer the first "cartoonization" of the world's most famous love story, "Romeo and Juliet." Rudolf Ising will produce.

All the disciples of Izaak Walton will be in their glory when they see Pete Smith's coming specialty, "Fishing Review." The one-reeler will review fishing of all kinds, lake, shallow water and deep-sea, presenting thrilling and prize-winning catches of all kinds. Pete promises that it will be a most unusual fishing film, because of the varied types of angling shown.

Schooldays come a bit prematurely for Our Gang, in their latest comedy. The new one-reeler, "The New Pupil," pictures the gang as they enter school for the new term, see a new pupil in their classroom, and go about performing the rituals of membership on the unfortunate youngster. Edward Cahn will direct from a script by Hal Law and Robert McGowan. Jack Chertok and Richard Goldstone produce.

John Nesbitt's latest subject, "Science Finds A New SOS," has been retitled "CQ Medico." The latest Passing Parade subject deals with the aid medicine gives ships at sea. Basil Wrangell directed the one-reeler. Jack Chertok and Richard Goldstone produce.

Vitaphone

"Famous Movie Dogs," a short subject about the dogs in pictures is currently being made by Del Frazier. Seen in the picture will be "Waldo," the miniature professor in Kay Keyser's pictures, "Rex," of the Penrod series and "Corky" of "Theodora Goes Wild." Also seen in the short will be "Asta" and "Von" of "The Hound of The Baskervilles."

Moe Jerome and Jack Scholl are writing several song numbers for Dennis Morgan to do in "The Singing Dude," Technicolor short subject. The picture starts shooting Feb. 7, under supervision of Gordon Hollingshead.

"Sam Houston" has been scheduled as a forthcoming short subject in the studio's series and "Corky" of "Theodora Goes color.

Columbia

A new Charley Chase comedy, as yet untitled, was completed last week. The story which tells a cavalcade of marital mixups and woes, was prepared for the screen by Harry Edwards and Elwood Ullman. The supporting cast is headed by Ann Doran, Arthur Q. Bryan, Helen Lynd, Richard Fiske and Linda Winters. Del Lord, in addition to directing, shared the production responsibilities with Hugh McCollum.

The Lord-McCollum duo have two more productions scheduled for this month. The first is an Andy Clyde two-reeler, for which Ewart Adamson wrote the story, with a railroad station for the background. The second, a Charley Chase film, presents the star in a stamp collector story, by Harry Edwards and Elwood Ullman.

"Pardon My Birth Marks," is the release title of the new short film starring Buster Keaton. Dorothy Appleby, Richard Fiske and Vernon Dent will also be seen in feature roles. Others in the cast include Stanley Brown, Bud Jamison and Eva McKenzie. Buster's troubles begin when he is sent by his newspaper to cover a big society divorce story at Reno. The action takes place on the train to the divorce mart. Jules White produced and directed, while Clyde Bruckman wrote the story and screen play.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 10)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.
CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. this issue.
CRITERION—Men of Muscle (RKO-Pathe) rev. this issue; Chicken Feed (RKO-Radio).
GLOBE—Remember When (Vita.) rev. 9-2-39; American Saddle Horses (Vita.) rev. 11-25-39; The Film Fan (Vita.) rev. 1-6-40.
PARAMOUNT—Little Lambkin (Para.); William Tell (Para.) rev. 12-16-39; Sugar Wind (Para.) rev. 2-3-40.
RADIO CITY MUSIC HALL—Old Hickory (Vita.) rev. 12-30-39.
RIALTO—Siege (RKO-Pathe) rev. this issue.
RIVOLI—Aquapoise (RKO-Pathe) rev. this issue.
ROXY—Harvest Time (20th-Fox).
STRAND—New Horizons (Vita.) rev. 12-30-39; Sniffles and the Bookworm (Vita.); Organ Novelty (Vita.) rev. 11-11-39.

CHICAGO LOOP

(Week Ending Feb. 10)

APOLLO—Symphony of Swing (Vita.) rev. 12-2-39; The Early Worm Gets the Bear (Vita.); Maintain the Right (MGM) rev. 1-20-40.
GARRICK—Where Turf Meets Surf (MGM) rev. 2-3-40; Popular Science No. 3 (Para.) rev. 1-27-40; Harvest Time (20th-Fox).
ROOSEVELT—One for the Book (Vita.) rev. 12-30-39; The Fishing Bear (MGM) rev. 2-3-40.
UNITED ARTISTS—Pound Foolish (MGM) rev. 1-20-40; Aghileen Pinnacles (20th-Fox) rev. 10-14-39; The Ugly Duckling (RKO-Disney) rev. 10-22-38.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 10)

PARAMOUNT (No. 47)—Kiddie's Ski School; Girl jockeys in turf classic; Silver Skates carnival; Fiesta Day in Texas; Annual Gasparilla Pageant in Florida; Children at opera; Dies cleared on Pelley letters; War scenes from Finland; Honeymoon island paradise.

MOVIETONE (Vol. 23, No. 44)—Japanese bomb Lanchow; Sweden rounds up reindeer; Arabian colts in Calif.; Boat clears ice near Boston; Girl Scouts in snow battle; Prince Bernhard looks over Dutch defenses; Murphy in judicial robes; Sultan of Morocco and Gen. Logeis confer; Lew (Dumb Dora) Lehr; Silver Skates carnival; Kiddies' boxing matches; Skiing in Washington; Girl jockeys in turf classic; Sled dog race in N. H.; Aquatic meet in Florida.

NEWS OF THE DAY (Vol. 11, No. 242)—British liner mined and sunk; Japanese bomb Lanchow; Boat clears ice near Boston (except New Orleans); New Orleans winds up Mardi Gras (New Orleans only); New lace fashions; Fashions for Fido; Silver Skates carnival; Skiing in Washington; Kiddies' boxing bouts; Aquatic meet in Florida.

PATHE (Vol. 11, No. 59)—Silver Skates carnival; Lay keel of U.S.S. Alabama; Aquatic meet in Fla.; Copper mine in Arizona; Boys' Club Boxing bouts; Pneumatic pontoons for planes; Girls in turf classic.

UNIVERSAL (Vol. 12, No. 848)—Annual Gasparilla pageant; Mardi Gras parade; Fish for Lent; Honeymoon island paradise; Lay keel of U.S.S. Alabama; Coast Guard weather boat; Silver Skates carnival; Sled dog races in N. H.; Model power boat; Aquatic meet in Florida; Girl jockeys in turf classic.

(Released Wednesday, February 7)

PARAMOUNT (No. 46)—Nurmi here to aid Fund drive; Fenske defeats Cunningham in mile indoor race; Walter Johnson announces candidacy for congressional nomination; Democrats pick Chicago as 1940 convention site; New York's water supply alarmingly low; Fire razes Japanese city; Experts pick year's best news photos; New Orleans Mardi Gras.

MOVIETONE (Vol. 22, No. 43)—Fire razes Japanese city; Turkish president directs earthquake relief work; Finns defeat Russians at Suomussalmi front; Finnish residents sail for homeland; New Orleans Mardi Gras; Democrats pick Chicago as 1940 convention site; Nurmi and Maki here to aid Fund drive; Justice McReynolds observes 78th birthday; Senator Taft goes fishing; Bridge under construction at Tacoma, Wash.; New York's water supply alarmingly low; Fenske defeats Cunningham in mile indoor race; Speed skating at Schnectady, N. Y.; Patty Berg wins Miami Biltmore golf trophy.

NEWS OF THE DAY (Vol. 11, No. 241)—Fire razes Japanese city; Finns defeat Russians at Suomussalmi front; New Orleans Mardi Gras; Democrats pick Chicago for 1940 convention; Prize winning news photos of year; Bridge under construction at Tacoma, Wash. (except New York); New York faces water shortage (New York only); Patty Berg wins Miami Biltmore golf trophy; Fenske defeats Cunningham in mile indoor race; Nurmi and Maki here to aid Fund drive; Canadian breaks wolves to sled harness.

PATHE (Vol. 11, No. 58)—Finnish residents sail for homeland; Senator Taft goes fishing; Interned Nazi crew lead easy life at Angel Island; John Barrymore back on Broadway; Fenske defeats Cunningham in mile indoor race; New York's water supply alarmingly low.

UNIVERSAL (Vol. 12, No. 847)—Democrats pick Chicago as 1940 convention site; Noted Finnish athletes arrive; Water shortage menaces New York; High Court Justices celebrate; Groundhog fails to show up; New Orleans Mardi Gras; Senator Taft goes fishing; Dewey on swing through East; Ski jumping at St. Paul, Minn.; Fenske defeats Cunningham in indoor mile race.

Knickerbocker News Cooperates On Time Lobby Display in Albany

Manager Alec Sayles of the RKO Palace Theatre, Albany, New York, tied in with the *Knickerbocker News* and Associated Press for a lobby display in connection with the showing of March of Time's "Newsfronts of War—1940." A wire "loop" was run into the Palace lobby connecting up one of the automatic printers by which "AP" news is disseminated. Theatre patrons were thereby able to see news of the day being printed before their eyes just as it goes out over the wires to Associated Press newspapers.

Sayles also used a lobby exhibit showing how Associated Press covers the newsfronts of the world. Photographs and writeups of the tieup were used profusely by the *Knickerbocker News*. In addition hundreds of persons saw the teletype operated.

Short Subject Reviews

NAVAJOLAND

Prod. No. 4606 *Very Good*

RKO-Pathe Reelism No. 7 10 mins.

Comment: This short deals with the present mode of living of the Navajo Indians on the government reservation. Instead of the roving tribes of former years the Navajos of today enjoy modern living with hospitals and schools. Some of the beautiful products which the Indians weave are seen during the course of the film, which has many interesting features that should appeal to your patrons. It is well done and quite entertaining. Frederic Ullman, Jr., produced and Frank R. Donovan supervised.

Exploitation: Arrange a lobby display of the various articles woven by the Navajos.

MEN OF MUSCLE

Prod. No. 4605 *Good*

RKO-Pathe Reelism No. 5 9 mins.

Comment: Springfield College in Massachusetts, one of the few schools in the country devoted to physical education, is the subject of this new Reelism. The college specializes in turning out athletic coaches, gym teachers, and hygienists and gives its 600 students a course which involves practice and instruction in every known sport. The short shows various groups at work in classrooms and on the field and ends with a statuary tableaux of Springfield's exhibition team. The unusual curriculum of this school should prove of interest to your patrons, especially to the youngsters who will go for it in a big way. Produced by Frederic Ullman, Jr., the subject was supervised by Frank R. Donovan.

Exploitation: Contact every high school and elementary school physical training department in your vicinity. See to it that athletic clubs and Boy Scouts are informed of your playdate. Perhaps one of the coaches of a local team can give a small talk on the rudiments of some sport.

STRANGE AMERICAN ANIMALS

Prod. No. 4356 *Interesting*

Univ. Going Places No. 71 9 mins.

Comment: Some of the animal kingdom's freaks provide comedy and some amazement as the camera shots of the anteater and the three-toed sloth; a bit of wild life drama as a puma and an iguana go into a death struggle, and the fascination of the unusual in views of the raccoon, the opossum, and some deer which relish cigarettes—to eat, not smoke.

Exploitation: Bill it as something about the world we live in that will amaze and amuse patrons who can sit in your comfortable chairs and see what goes on in the jungle.

ANDY PANDA GOES FISHING

Prod. No. 4265 *Fair*

Univ. Lantz Cartune No. 5 9 mins.

Comment: The panda character has possibilities, but this is not the sort of vehicle that will add cubits to Andy's stature as a popular figure. An electric eel, which converses by flashing signs on its body, puts some measure of mild fun into the proceedings by delivering shocks to Andy's enemies, the Panda Hunters, but for the most part it's mediocre fare, well conveyed in full color.

Exploitation: Bill it in lobby notices.

U. S. TREASURY

Prod. No. 1902 *Excellent*

Col. Washington Parade No. 2 10 mins.

Comment: This informative and revealing subject is one of the most interesting in the Washington Parade series. One sees money made from the first touch of the engraver's needle to the final issuance of the greenbacks from giant presses. Not a detail is omitted, and Basil Ruysdael's explanatory comments add further clarity to the camera record. A feature of the subject is a complete lesson in the detection of counterfeit money. The layman will find this an absorbingly interesting short.

Exploitation: Devote extra space in your ads and programs to "U. S. Treasury." The banks are interested in teaching people how to detect counterfeit money; therefore, get the banks to sponsor your showing. If there is a representative of the U. S. Treasury near you, perhaps he could be induced to appear in the lobby or foyer and explain how to detect spurious bills.

YOU NAZTY SPY!

Prod. No. 1404 *Swell Satire*

Col. Stooge Comedy No. 4 18 mins.

Comment: Mercilessly, but riotously, Moe, Larry and Curly mimic the antics of three well known figures in international news. A paperhanger, Moe is discovered by a Mr. Amscray, who makes him dictator of Moronica. Curly is appointed Field Marshal and Larry, Minister of Propaganda. Next comes a beer putsch ("You putcher beer down and pick up a pretzel"), the burning of books of "book makers," the march on Bolonia, the conquest over South Starvania and the famous "peace" conference of Oompola where Moe argues for a corridor through Double Crossia. The gags come thick and fast. While it's possible there might be a little static in this comedy's foreign reception, it should be avidly consumed by domestic audiences. Jules White produced and directed.

Exploitation: Since this is one of the best Stooge comedies to date—perhaps even the best—it's up to you to give it a strong play in all your advertising. Use cutouts of Moe, Larry and Curly in the uniforms they wear in the picture in your lobby and out in front. Newspapermen, while usually prejudiced against slapstick, should find something in this satire on which to editorialize.

AQUAPOISE

Prod. No. 4306 *Swell*

RKO-Pathe Sportscope No. 6 9 mins.

Comment: The art of managing an aquaplane is explained to beginners on dry land. They are taught how to shift their balance in order to properly manage the mahogany boards. A group of expert riders perform some spectacular stunts both on boards and skis, among which are riding backward, pyramid building, jumping, and tandem riding. With fine narration which does much to increase the interest, this is a subject which should hold the interest of your sport loving patrons. The maneuvers performed by some of the expert riders are breathtaking. The subject was produced by Frederic Ullman, Jr., and supervised by Frank R. Donovan.

Exploitation: Tieup with your local travel agency. Arrange for your local sporting goods store to display an aquaplane in your theatre lobby.

RHYTHYM JAMBOREE

Prod. No. 4225 *Fair Vaudeville*

Univ. Musicals 18 mins.

Comment: The jitter contingent should find enough hot stuff in Judy Starr's song, the dancing of the Pickerts, the harmonizing of the Brown Sisters and the other numbers to keep them a-dither while this well-paced version of the vaudeville favorite, the flash act, unfolds in dances and gives out its swing.

Exploitation: Play up names of Judy Starr, Arkin and Colby, The Brown Sisters, the Pickerts and the Tune-Smiths, all of whom have had ballyhoo as stage, night club and radio performers.

SIEGE

Prod. No. 4606 *Startling*

RKO-Pathe Reelism No. 6 10 mins.

Comment: American audiences have seen pictures of the European war zone, but it is doubtful if they have ever seen anything so startlingly realistic and pathetic as this newest RKO-Pathe release, assembled from scenes taken by Julien D. Bryan of the havoc wrought by air raiders on the civilian population of Warsaw, the Polish capital. So sharp and clear is the photography that one wonders how Mr. Bryan was able to picturize such a vivid record while the city was the target of air raiders. Here is a subject that will impressively drive home to everyone who sees it the destruction, terror and the suffering of a populace in a city under fire. Mr. Bryan's narration enhances the cold, stark pictorial record of his camera. Frederic Ullman, Jr., and Frank R. Donovan produced and edited "Siege."

Exploitation: With the proper advertising and publicity, much interest can be aroused among the many people who heard so much about the siege of Warsaw but never had a clear picture of what it really amounted to. Get the headlines of papers issued at the time of the siege and paste them on a lobby board with copy to this effect: "You've heard of the siege of Warsaw; now see the first stark, realistic pictures taken in a city under fire." Community leaders, ministers, and newspaper editors should be invited to a special screening, for in the subject they will find much for sermon and editorial texts.

INFORMATION PLEASE NO. 5

Prod. No. 4205 *Good*

RKO-Pathe Information Please 11 mins.

Comment: The experts tackle the questions again, this time with the assistance of Guest Guesser Christopher Morley. Some of the questions depend on the pantomimic gestures of players; for example, a man sitting on a stove suggests the song, "Home on the Range." The subject is entertaining and audiences will enjoy trying to think of the answers themselves. Kieran, Adams and Levant, the regular trio of experts, are responsible for various bits of humor and rare wisdom. Frederic Ullman, Jr. produced, and Frank R. Donovan supervised.

Exploitation: Conduct your own guessing contest, with players on the stage indulging in pantomime while the audience tries to guess what each gesture represents. Bill Christopher Morley as the author of "Kitty Foyle," a best-seller among books. This means a tieup with book shops. And, of course, don't forget your Canada Dry dealer tieups.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

NAN GREY and JOHN SUTTON have been added to the cast of Universal's "Sandy Is A Lady", which is scheduled to go before the cameras shortly under the direction of CHARLES LAMONTE. EUGENE PALLETTE has also been signed for one of the top comedy roles.

MAY MCAVOY, star of the silent days, returns to the screen in a role in MGM's "Two Girls on Broadway", now before the cameras with JOAN BLONDELL, LANA TURNER and GEORGE MURPHY in the leading roles. MISS MCAVOY has been in retirement for the past ten years and plans to resume her screen career.

ANDY DEVINE has been borrowed from Universal for a featured role in Warner Bros. "Torrid Zone", set to go into production immediately under the direction of WILLIAM KEIGHLEY. JAMES CAGNEY, PAT O'BRIEN and ANN SHERIDAN head the cast.

20th Century-Fox have announced that DON AMECHE will have the leading role in "Maryland", on completion of his role in "Lillian Russell". BRENDA JOYCE and WALTER BRENNAN have also been cast in important parts with HENRY KING directing.

"Buffalo Bill, Plainsman", has been set by Republic as the next assignment for ROY ROGERS and GEORGE "Gabby" HAYES with JOE KANE producing and directing. The picture will start following completion of "Dark Command".

RICHARD CARLSON has been assigned the top supporting role in the BOB HOPE-PAULETTE GODDARD co-starring picture, "The Ghost Breakers". The picture will go before the cameras at Paramount in a few days with GEORGE MARSHALL directing under the production guidance of ARTHUR HORNBLOW, JR.

ZOLTAN KORDA and SABU will arrive in Hollywood this week to prepare for the production of "Jungle Boy", which will be produced by ALEXANDER KORDA for United Artists release. Studio space will be chosen immediately so that the film can get an early start.

The next in the "Dr. Christian" series, starring JEAN HERSHOLT, will be an adaptation of the JOHN J. WILSTE novel, "Dr. Eustace", which Stephens-Lang Productions has scheduled for April 15 cameras.

"Rancho Grande", GENE AUTRY's first picture for Republic in 1940, went before the cameras last week with SMILEY BURNETTE and JUNE STORY again heading the supporting cast. The picture, based on the song hit "El Rancho Grande", is directed by FRANK MCDONALD.

MICKEY ROONEY and JUDY GARLAND will do nearly a dozen imitations of famous personalities in MGM's "Strike Up the Band", following a deluge of mail received at the studio after the release of "Babes in Arms". BUSBY BERKELEY will direct for producer ARTHUR FREED with music by GEORGE STOLL.

"The Parson of Panamint", famous *Saturday Evening Post* story by PETER B. KYNE, has been purchased by Producer HARRY SHERMAN who will reveal production plans for the story upon his return from the East.

JON HALL and DOROTHY LAMOUR, the team of "The Hurricane", will be starred by SAMUEL GOLDWYN in "Tahiti", the SOMERSET MAUGHAM story. ARTHUR TUCKERMAN, noted magazine writer, is writing the adaptation.

BORIS KARLOFF was signed for the title role in Columbia's "The Man Who Would Not Die", scheduled to go into production next week under the direction of NICK GRINDE.

With INEZ COURTNEY, MARY ASTOR, ADOLPHE MENJOU, JACK HUBBARD and WILLIAM GARGAN signed for the top roles, HAL ROACH's next United Artists production, "Turnabout", will be put before the cameras on February 19. ROACH will produce and direct.

BARBARA READ has been assigned one of the leading roles in RKO's "One Of Six Girls", VICKI BAUM's story to be produced by ERICH POMMER with MAUREEN O'HARA starred. MISS READ is currently appearing in "Curtain Call" at the same studio.

RAY ENRIGHT has been assigned to direct JANE WYMAN and RONALD REAGAN, the newlyweds, in Warner Bros. "An Angel From Texas".



CHARLES FRIEDMAN, *who was co-author and director of "Sing Out the News", has signed a contract with MGM as writer, producer and director.*

All Set

Director HENRY HATHAWAY *(left) gives his okay on a scene for 20th Century-Fox's "Dance With the Devil", now before the cameras with* TYRONE POWER *(right) and* DOROTHY LAMOUR, *co-starred.*



Wishing Him Luck

JULIUS *(Buck)* LEWIS, *STR's "Oldtimer", gives Producer* SOL LESSER *his best wishes on the start of "Our Town",* LESSER's *first production for United Artists release. The picture is now under the direction of* SAM WOOD.

Many Want To Play Valentino

EDWARD SMALL, who is soon to produce a picture based on the life of RUDOLPH VALENTINO, has already received nearly 10,000 letters and photographs from young men wanting to play the title role. This deluge of applications is the result of an announcement that SMALL intends to use an unknown player in the part of the screen's greatest lover.

McCrea Out of "Mounted Police"

The withdrawal of JOEL MCCREA from the cast of CECIL B. DEMILLE's "North West Mounted Police", makes it possible for him to take the male lead in the forthcoming WALTER WANGER production "Personal History", which is due for a March 1 start with ALFRED HITCHCOCK directing. As a result of the switch, DEMILLE has launched a search for a top name player to replace MCCREA.

Merle Oberon in "House on Hill"

MERLE OBERON has been assigned the starring role in Warner Bros. "The House on the Hill", adapted by JAMES HILTON from a SOMERSET MAUGHAM story. The picture will start following completion of "We Shall Meet Again", in which she is currently appearing with GEORGE BRENT and PAT O'BRIEN.

Martha Scott for "Emma"

After looking at the "rushes" of MARTHA SCOTT's performance as EMILY in his production of "Our Town", Producer SOL LESSER is acquiring a new starring vehicle for her, to follow shortly after the completion of "Our Town". LESSER has obtained the rights to "Emma", written by JANE AUSTEN.

Another Kay Kyser for RKO

KAY KYSER is scheduled to report to RKO early in March to start preparations for his second picture, which will go into work as soon as Producer-Director DAVID BUTLER completes his assignment at Universal.



Behind the Eight-Ball

Between scenes of Paramount's "Down Went McGinty," Brian Donlevy (left) takes Akim Tamiroff on for a game of pool. Their faces reveal the winner.

20th-Fox Adds Three New Names To Associate Producer Roster

Darryl F. Zanuck, 20th Century-Fox production chief, announced the signing of Lucien Hubbard to an associate producer post at the studio, and also promoted Ralph Dietrich and Walter Morosco, former production assistants, to the rank of full-fledged associate producers.

Under the new assignments, Sol M. Wurtzel has been delegated a greater number of pictures, adding two "specials" to his list.

Hubbard, who formerly produced for MGM, reports immediately to start preparations on several important pictures. Dietrich and Morosco have been assigned to the next "Cisco Kid" and "Charlie Chan" vehicles.

Stardom for Lois Ranson

Lois Ranson, one year ago a Hollywood High School student, today is one of Republic's brightest bets for screen stardom. Her next picture is a Higgins Family comedy, "Grandpa Goes to Town", and she will have one of the leading roles in "The Hit Parade of 1940", the studio's big musical.

MGM Readies "Twenty-Mule Team"

An advance production unit on MGM's "Twenty-Mule Team", including Director Richard Thorpe, cameraman, art and production directors, left for Death Valley, California, to line up preparations for the Wallace Beery starring picture which is scheduled to start this week.

"Sophomore" Jane Withers' Next

Associate Producer John Stone has set "Sophomore" as Jane Withers' next picture for 20th Century-Fox. Jane will start the picture as soon as she finishes her current personal appearance tour, scheduled to end in March.

Naish May Go To London

David E. Rose, Paramount's production head in England, cabled J. Carrol Naish an offer of the title role in "Barney Barnato", Paramount-British's special feature depicting the winning of Great Britain's South African empire. The actor, who is winding up a role in "The Woman from Hell", said he would accept the British offer if he could make arrangements with the studio.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We see by the papers that Spencer Tracy will play the role of Cyrano de Bergerac for MGM and Laurence Olivier is slated to do the same for RKO. How about getting together boys, and save a little of the make-up cost by hiring Jimmie Durante.

On the set of Columbia's "The Doctor Takes A Wife", watching Director Alexander Hall put Loretta Young, Ray Milland and Reginald Gardiner through the paces in a very tricky scene. The way Hall swings that silver baton makes him a natural for a musical. We'll be back for that interview with Miss Young.

Did you catch that faux-pas in one of the Hollywood dailies the other day, listing the new Warner Bros. picture as "All This, and Boyer Too"? Looks like a swell marquee title.

According to a press release, the camera department at 20th Century-Fox has perfected a camera that photographs in two directions at once . . . but they forgot to mention what directions. Could it be front and back?

The most extensive roles in film history will be played by Hugh Herbert in the forthcoming Universal production, "La Conga Nights". He will play six parts in the picture . . . himself, his four sisters and his mother. In order to get their money's worth, the studio has also arranged for Herbert to sing a number.

Hollywood is always combing the world for someone new. It started with David Selznick's search for Scarlett O'Hara, then Golden Boy, and later the cowboy for Republic's new western series. Now David Loew and Albert Lewin are looking for a refugee to star in their first UA picture, "Flotsam" . . . and the betting is two to one she will be found around Hollywood and Vine.

From advance reports, Warner Bros.' "Virginia City" premiere at Virginia City, Nevada, will be a combination of the "Dodge City" and "Fighting 69th" shindigs rolled into one.

Brendel In Crosby-Jean Pic

El Brendel has been signed by Universal for the comedy lead in "If I Had My Way", the Bing Crosby-Gloria Jean feature which Director David Butler starts in a few days. Brendel has also been signed by Producer Harry Sherman for the comedy lead in the "Hopalong Cassidy" series.

Rehearsal

Bing Crosby, *known for his sedate shirts and Gloria Jean, 11 year old songbird, rehearse one of the numbers they'll sing together in "If I Had My Way" at Universal. Listening in is* Bob Burns, *who is working at Universal in the title role of "Alias the Deacon".*



Resting Between Scenes

Merle Oberon *and* George Brent *talk things over between scenes of "We Shall Meet Again" at Warner Bros.*

MGM Studio Tops Hollywood Production—Eight in Work

With the start of "Susan and God" and "The Mortal Storm", MGM studio tops Hollywood production with eight pictures before the cameras, in addition to six in preparation for early starts.

Others now in production are "Edison the Man"; "40 Little Mothers"; "Waterloo Bridge"; an untitled "Dr. Kildare"; "Two Girls on Broadway"; and "Pride and Prejudice".

Pictures in preparation include "Strike Up the Band", co-starring Mickey Rooney and Judy Garland; "Twenty-Mule Team", starring Wallace Beery; an untitled "Hardy Family" picture; and "Go West", the next Marx Brothers film.

"Tree of Liberty" Starts Apr. 1

"Tree of Liberty", Frank Lloyd's independent production for Columbia, is set to go before the cameras April 1, on location in Williamsburg, Va. With Cary Grant already set for the male lead, Lloyd is now casting around for a name feminine to play opposite him. Interiors will be shot at the General Service studio.



The Box Office Slant

Vigil In the Night

(Continued from page 17)

or doctors, and set up a miniature hospital room in the lobby. Window displays, featuring A. J. Cronin novels could be arranged with your local shops, using stills from the picture.

Catchline: "The inside story of a nurse's work."

AUDIENCE SLANT: EMOTIONAL DRAMA THAT MAKES NO CONCESSION FOR THE AVERAGE AUDIENCE'S ENTERTAINMENT.

BOX OFFICE SLANT: WILL DEPEND LARGELY UPON THE MANNER IN WHICH IT IS SOLD.

Charlie Chan in Panama

(Hollywood Preview)

20th-Fox Mystery 67 mins.

(Prod. No. 35—Nat'l Release, Mar. 8)

Cast: Sidney Toler, Jean Rogers, Lionel Atwill, Mary Nash, Sen Yung, Kane Richmond, Chris-Pin Martin, Edward Gargan, Lionel Royce, Helen Ericson, Jack La Rue, Edwin Stanley, Don Douglas, Frank Puglia, Addison Richards, Edward Keane. **Credits:** Original screenplay by John Larkin and Lester Zifrin, based on Earl Derr Biggers' character. Director of photography, Virgil Miller. Art direction by Richard Day and Chester Gore. Film editor, Fred Allen. Directed by Norman Foster. Executive producer, Sol M. Wurtzel.

Plot: A Federal agent, arrives in Panama to assist in forestalling a reported attempt to cripple the canal when the fleet passes through, but is killed before he can tell Toler (Charlie Chan), already there and posing as a hat merchant as he works on the case, whom he suspects. His fellow passengers included La Rue, a cabaret owner; Royce, a scientist studying plague diseases; Puglia, Egyptian tobacco merchant; Miss Nash, touring middle-aged school teacher; Miss Rogers, beautiful European refugee who has no passport and Atwill, British agent posing as an author. Yung, Charlie's son, is found in jail, having tried to photograph the guns. A bottle of nitro and a time bomb is set at the locks, after Atwill is killed. The trail leads to a tomb in the cemetery, where La Rue is shot. Through a bluff which threatens all the suspects, Chan clears the case as the fleet sails into the locks.

Comment: Far above the Charlie Chan average this should help materially in maintaining the fine audience interest which this series has always earned. Backing the usual strong work of Toler and Yung, the supporting cast is unusually strong and includes outstanding performances by Atwill, Miss Nash and La Rue, while Chris-Pin Martin makes much of a short comedy role. Jean Rogers shows improvement with each performance. Director Foster has maintained a fast pace throughout, and the intertwining of studio made and actual canal shots is excellent. Timeliness figures as one of the best selling angles for this Chan picture, since most audiences are defense-conscious now. A blown-up series of pictures of the canal, or an actual model if you can get one from steamship companies can be built into an advance lobby display sure to attract positive interest. Steamship lines using the canal and air transport companies offer opportunities for tieups. **(FAMILY)**

Catchline: "Charlie Chan plays a desperate game, with the fleet's safety as a prize."

AUDIENCE SLANT: FAST ACTION, GOOD MYSTERY AND HUMOR LIKE THE EARLIER CHAN PICTURES MAKE THIS ONE GOOD FOR ANY AUDIENCE.

BOX OFFICE SLANT: ITS TITLE AND UNIVERSAL INTEREST IN DEFENSE MAKE THIS ONE BETTER THAN AVERAGE CHAN.



Parole Fixer

(Hollywood Preview)

Para. Drama 58 mins.

(Prod. No. 3920—Nat'l Release, Feb. 2)

Cast: William Henry, Virginia Dale, Robert Paige, Gertrude Michael, Richard Dennig, Faye Helm, Anthony Quinn, Harvey Stephens, Marjorie Gateson, Charlotte Wynters, Lyle Talbot and Louise Beavers. **Credits:** Directed by Robert Florey. Associate Producer Edward T. Lowe. Based on J. Edgar Hoover's "Persons in Hiding." Screenplay by William Lipman and Horace McCoy. Photography by George Barnes. Art direction by Hans Dreier and John Goodman. Sound recording by George Dutton and Gene Garvin. Edited by Harvey Johnston.

Plot: The evils of the parole system, when dominated by racketeers, turns two notorious criminals back into circulation to prey on the public. The two, Robert Paige and Anthony Quinn, in league with their wily lawyer, go in for kidnapping in order to get the money needed for the pay-off on their paroles. The G-men, headed by William Henry and Lyle Talbot, lay a trap with forged ransom notes, discover the hideout of the gang, and move in at the crucial moment. Thus the operations of one vicious parole ring are ended.

Comment: With a competent cast and fast-paced direction, this latest FBI yarn will fit in okay on the action spot of most bills. Although it follows the usual crime picture formula, the interesting working of the G-men is sure to please theatre goers who like melodrama. Good portrayals are turned in by the entire cast with William Henry, Anthony Quinn and Faye Helm most convincing, and Robert Florey's direction keeps it moving from the first clip to the last. The story is based on J. Edgar Hoover's book, "Persons in Hiding", and the film is on a par with other pictures adapted from the pen of Mr. Hoover. You have a natural tie-up with book stores for window displays and cooperative advertising.

Actual newspaper headlines of the workings of the G-men should be used in your lobby, together with a display of crime prevention apparatus used by your local police. Reward dodgers could be distributed before opening. (ADULT)

Catchline: "The inner workings of the FBI".

AUDIENCE SLANT: WILL PLEASE THEATRE GOERS WHO LIKE MELODRAMA.

BOX OFFICE SLANT: WILL FIT IN OKAY IN THE ACTION SPOT OF MOST BILLS.

Invisible Killer

Producers Drama 63 mins.

(Nat'l Release, Jan. 31)

Cast: Grace Bradley, Roland Drew, William Newell, Alex Callam, Frank Coletti, Sydney Grayler, Clen Wilenchick, Boyd Erwin, Jeanne Kelly, David Oliver, Harry Worth, Ernie Adams. Credits: Original story by Carter Wayne. Screenplay by Joseph O'Donnell. Directed by Sherman Scott. Director of Photography, Jack Greenhalgh. Musical Director, Fred Preble. Film Editor, Holbrook N. Todd.

Plot: Grace Bradley, a reporter, seems to get to the scene of all crimes before the police. This bothers the latter, especially Roland Drew, a lieutenant of detectives, who is trying hard to locate the ringleader of a group of gamblers. The murders which occur are all of men who are about to reveal the ringleader. They are contrived by an ingenious device in a telephone which causes two chemicals to combine when the receiver is lifted. Grace discovers this device and when Drew finally captures all the gamblers, he marries her.

Summary: Although highly unbelievable, this picture may prove to be entertaining to the large number of people who like stories about reporters as they think they ought to be rather than as they are. The picture has its comedy moments, its dramatic situations, etc. and for an independent picture it has been well produced and directed. There's plenty of action in it to satisfy the action fans and so it ought to give a good account of itself on those bills where an action picture is demanded. Because of the telephone method of killing, you can tie up with drug stores selling telephone antiseptics. Give a free blood pressure test in the lobby. (FAMILY)

Catchline: "She was always one jump ahead of the cops".

AUDIENCE SLANT: SHOULD BE WELL LIKED WHERE REPORTER STORIES ARE POPULAR.

BOX OFFICE SLANT: GOOD FOR ACTION SPOT ON WEEK END BILLS.

Pioneer Days

Monogram Western 51 mins.

(Prod. No. 3953, Nat'l Release, Jan. 25)

Cast: Jack Randall, June Wilkins, Frank Yaconelli, Nelson McDowell, Ted Adams, Bud Osborne, Robert Walker, Glenn Strange. Credits: Produced and directed by Harry Webb. Photographed by Edward Kull. Sound by Glen Glenn. Editor, Robert Golden. Original screenplay by Bennett Cohen.

Plot: Randall and his pals are about to hold up the stage coach when a gang beats them to it. But they rout the villains and bring the stage coach and its pretty passenger to town. The latter, June Wilkins has come to claim her share of Adams' saloon. But he defrauds June out of it and Randall helps to put things to rights, including the arrest of Adams for murdering the express company's messenger. Randall is then revealed as a private investigator for the express company, June sells her saloon and they get married.

Comment: "Why didn't ya tell me ya wuz a private operator fer th' express company", says the sheriff to Jack Randall at the end of the picture. With this concession to public indignation over their hero possibly being a bandit, "Pioneer Days" is a pretty typical Western. It is hard to believe that all the audiences for pictures of this type are so gullible as to swallow the above line. An audience at the Central Theatre in New York didn't. The goings-on are much on the same order with June Wilkins taking an awful bouncing in a runaway stage coach but remaining hidden for several minutes after its stoppage to allow Randall and his friends to complete their lines. There isn't any singing to speak of in this one, so it may be labelled as old fashioned by the crowd which expects its Western heroes to warble while riding. Sell it in typical Western fashion with displays of cowboy equipment in the lobby, etc. (FAMILY)

Catchline: "Out-gunning gunmen is Jack's business".

AUDIENCE SLANT: FOR THE RABID WESTERN FANS.

BOX OFFICE SLANT: ABOUT AVERAGE WESTERN BUSINESS.

Louise

Mayer-Burstyn Opera 72 mins.

(Nat'l Release, Feb. 2)

Cast: Grace Moore, Georges Thill, Andre Pernet, Suzanne Despres, Ginette Leclerc, and others. Credits: Directed by Abel Gance. Adapted from the opera by Gustave Charpentier. Orchestra conducted by Eugene Bigot. Foreword and English titles by Deems Taylor.

Plot: Louise, the daughter of a laborer, is in love with the poet and musician Julien, whose love for the bohemian life of Paris plus his precarious means of making a livelihood makes the parents of Louise oppose their friendship. Louise finds her love for Julien too great to be deterred by her parents' objections, and she deserts them for Julien, but returns when she learns her father is dangerously ill. The separation from her lover is too great a sorrow for Louise to bear, and in a stormy scene she is denounced and ordered from her home by the father.

Comment: Grace Moore had a big following among picturegoers during the seasons when outstanding pictures made by Columbia in Hollywood placed her in the forefront. Since that time she has been in eclipse so far as the pictures are concerned, and it is a question if her name means box office now. Nevertheless, operagoers last week were laying it on the line at fancy prices to hear Grace Moore in the role of Louise at the Metropolitan in New York. The star is the only factor to be considered in weighing the box office possibilities of this offering from France. It is opera in films—never very successful, and here not at all successful as motion picture entertainment. The author of the opera had supervision of the filming. That may mean much to music lovers, but as results stand it didn't seem to help this picture. Judged by the usual standards "Louise" the film is a bore relieved only by the din of an off stage orchestra which seems strident and noisy due perhaps to an inferior brand of recording. The Moore vocalization does not compare to the reproduction thereof in her American films—again, no doubt, the fault of recording. Georges Thill, the tenor, is not a romantic figure as Julien, but his singing of the Charpentier arias has appeal. Play up the opera angle, ballyhooing that here is opera with Grace Moore in the operatic role which has been acclaimed as her best and which operagoers cheered in her Metropolitan appearances this season. (ADULT)

Catchline: "America's favorite soprano in her greatest operatic role."

AUDIENCE SLANT: ON THE DULL SIDE, WITH THE "AINT LOVE GRAND" THEME SEEMING VERY DATED AND THE PRODUCTION LACKING AN ENLIVENING ELEMENT OF ANYTHING ATTRACTIVE OR SPECTACULAR.

BOX OFFICE SLANT: A MINOR ATTRACTION EVEN WITH GRACE MOORE IN REAL OPERA AS A MAGNET, THIS IS AT BEST A COMPANION FEATURE ON WHICH SOME NON-REGULAR PICTUREGOERS MIGHT BE BROUGHT IN PROVIDED THERE IS A LIVELY INTEREST IN MUSIC AMONG GROUPS IN YOUR TOWN.

Trebilcock Doesn't Overlook a Bet in Selling "The Hunchback"

Fred Trebilcock, manager of the Uptown Theatre in Toronto, Ontario, didn't overlook a bet in bringing to the attention of his city the opening of "The Hunchback of Notre Dame."

Trebilcock arranged a tieup with Radio Station CBC and CFRC, giving the picture an endorsement over the air.

Other highlights included a tie-in with Eaton's, Toronto's big department store; Birks-Ellis-Ryrie Ltd., the "Tiffany" jewelry store of the town and 20 other prominent store windows on Yonge Street, the principal thoroughfare of the city. Tyrrell's Book Shop featured a window display, using the Victor Hugo classic as a background. Billboards announcing the attraction, theatre and playdate were placed throughout the city and surrounding sections, and the Toronto Public Library featured a good pictorial display at its main entrance.

Floyd's Cathedral Display

Two weeks in advance of the showing of "The Hunchback of Notre Dame" at Sioux Falls, S. D., Manager Joe Floyd of the Hollywood Theatre used a giant indoor cathedral front in his lobby. Everyone entering the theatre had to go through the cathedral door. When the feature was played, the display was moved to the theatre front.



Getting Ready for Variety Club Convention

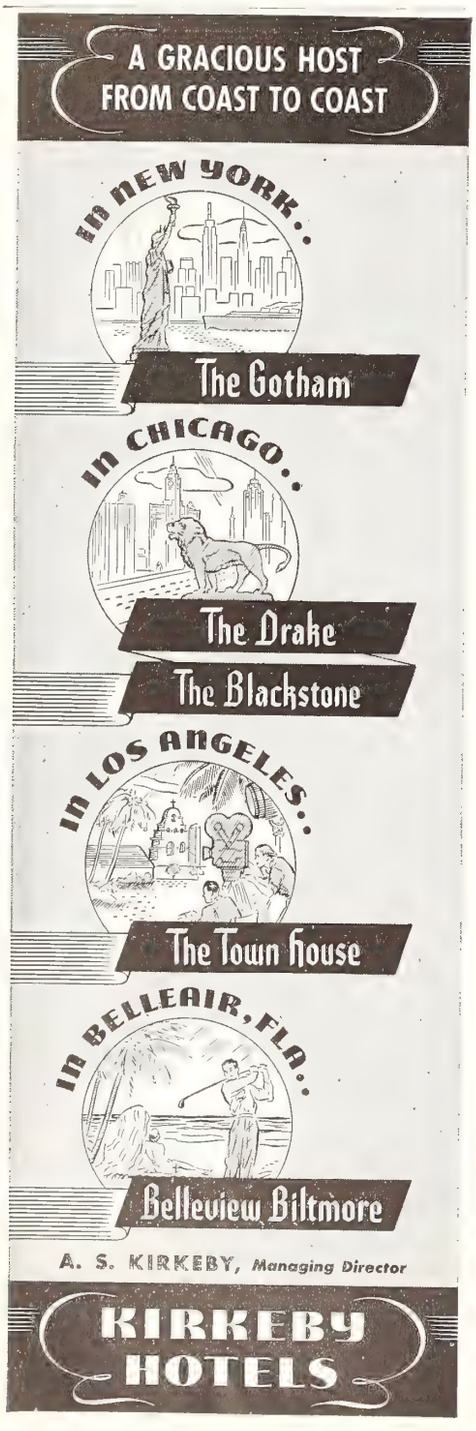
Johnny Harris, Chief Barker of National Variety Clubs, pays a visit to Dallas Tent No. 17 to assist in arrangements for the Variety Club National Convention to be held in Dallas, April 18-20—and is met at the airport by a representative committee of Tent No. 17. Reading from left to right are Francis Barr, Walter Henshel, John Adams, George Tyson, Harry Harris, George Schepps, Hal Noble, Charlie Rader, John H. Harris, R. J. O'Donnell, James O. Cherry, Dave Lutzer, Jake Lutzer, Raymond Willie, William O'Donnell, Louis Charninsky.

Advance Dope

FOR WOMEN ONLY

20th-Fox Drama Mar. 29

Selling Names: Lynn Bari, Mary Beth Hughes, Henry Wilcoxon, Robert Lowery.
Director: Ricardo Cortez.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Lynn Bari, a private secretary and Mary Beth Hughes, a young lady who lives by her wits, live in a hostelry for women. They meet Henry Wilcoxon and Robert Lowery, two doctors. Lynn and Wilcoxon fall in love, but Mary runs around with Alan Baxter, a gangster. Baxter is shot during a holdup, so Mary brings him to Lowery for help. Wilcoxon steps in in time to save Lowery from losing his license and ruining his future.
Catchline: "Love of her kind of woman meant his ruin."



VIVA CISCO KID

20th-Fox Drama Apr. 12

Selling Names: Cesar Romero, Jean Rogers, Chris-Pin Martin, Minor Watson.
Director: Norman Foster.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Cesar Romero and his good friend, Chris-Pin Martin, witness a stage coach holdup, and hear upon their arrival in town, that the bandits had failed to get the twenty-five thousand dollars hidden under the seat. Jean Rogers, a passenger on the coach, arrives to pay a surprise visit to her father, Minor Watson. Romero learns that Watson was the man who held up the coach—so he and Martin get to work straightening things out.
Catchline: "Sealed in a death chamber . . . he found a way to save their lives."

STAR DUST

20th-Fox Drama Not Set

Selling Names: Linda Darnell, John Payne, Roland Young, Charlotte Greenwood.
Director: Walter Lang.
Assoc. Producer: Kenneth MacGowan.
Story Idea: Roland Young is a talent scout for a picture studio. He meets John Payne, a gridiron star and signs him to a Hollywood contract. In the Campus Coffee Shop he sees Linda Darnell, but when he finds that she's the daughter of a woman he once loved, he attempts to dissuade her about going to Hollywood. Linda sends in her photo to the studio, with a note attached forging Young's name. She wins a contract—then she and Payne start off on their careers together.
Catchline: "The story of a Hollywood heartbreak."

Ford Stages Effective Exploitation For "That's Right, You're Wrong"

A complete tieup with the Lucky Strike distributor highlighted the exploitation arranged by Manager Fred Ford of the Malco Palace Theatre, Memphis, Tenn., for "That's Right, You're Wrong." The company donated thousands of give-away packs of cigarettes, which were given out at the theatre by girls dressed in cap and gowns a week prior to the opening.

Other features of the campaign included a tieup with the Canada Dry Company which distributed material for window strips and set pieces to all their outlets in the territory; the theatre bought radio announcements ahead of Kay Kyser's program; 24 sheet stands were posted in downtown locations and a "Safety Campaign" started with street intersections being stenciled with the slogan:

THAT'S RIGHT—YOU'RE WRONG
Be Careful To Be Reckless

"Breathe On This Spot"

Part of the campaign on "Ninotchka," staged by Roland Haynes, manager of the Colonial Theatre, Germantown, Pa., consisted of a "gag" herald, printed on both sides on which a large round dot dominated the layout. The holder was instructed to "breathe on this spot." If it caused a "perfume odor, then you are suffering from 'Lack of Laff-itis'." The "sure-fire cure," of course, was to see "Ninotchka." Here's just the type of selling that's causing this picture to reap substantial grosses all over the country. And it's something *you* can use, too.

Baby Bassinet Stunt Helps to Sell "Child is Born" in Chicago

An unusually effective stunt has been used by theatres in Chicago for "A Child Is Born."

The theatres offered a complete baby bassinet to the mother of the first baby born on the opening day of the picture. The store keeper from whom the bassinet was promoted displayed it in his window crediting the theatre and playdate.

Money Dates

MARCH

3rd

FIRST U. S. POSTAGE STAMPS, 1847. Local philatelists will be interested in this date. Find out when the first stamp was sold in your city, when the first Post Office was open and who has the first stamp. There's a Paramount short about stamp collecting that would be appropriate.

FLORIDA ADMITTED TO THE UNION, 1845. It was only 95 years ago that America's playground was welcomed into the family of states. The state's theatres should join in any local celebrations of the occasion.

ALEXANDER GRAHAM BELL, inventor of the telephone, born 1847. If you haven't thought of bringing back the hit picture made last year, now is a good time. Get tieups with the telephone company.

4th

101st ANNIVERSARY OF EXPRESS SERVICE. Get tieups with the local express companies. They are frequently referred to in Western pictures, so there's a good chance for tieups.

PENNSYLVANIA DAY. Charter granted to the state in 1681. This day should be observed in the Keystone State by theatres in towns where the local observances take place.

VERMONT JOINED THE UNION, 1791. Green Mountain Theatres take part in observances.

7th

LUTHER BURBANK, horticulturist, born 1849. Observe this occasion by tieing in with florists, using big displays of flowers as the center of attraction in your lobby.

INTERNATIONAL BOWLING CHAMPIONSHIPS. This is a good time to play a short on bowling. Several distributors have them and you can tie them in with championship matches in Detroit through the sports pages of your newspaper.

10th

TELEPHONE FIRST USED, 1876. See under March 3rd, above.

11th

INTERNATIONAL FLOWER SHOW, New York. See under March 7th above.

12th

GIRL SCOUT ANNIVERSARY WEEK. Let the Girl Scouts give a benefit show in your theatre. They can give a demonstration of what they do on the stage. Help them in their campaign this week and thereby gain goodwill for yourself.

14th

FEDERAL INCOME TAX DUE TOMORROW. This is just a reminder for you to have yours already to post not later than the midnight of the next day.

MAINE ADMITTED TO THE UNION, 1820. This day may be widely observed in the Pine Tree State, so theatres should join the celebration.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band		7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan			Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		5/1/39	Reissued
Tumbleweeds (W)	86	William S. Hart		8/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister			

COLUMBIA

1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/28/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2/22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W) (Former title, "Mounted Police")	64	Chas Starrett-Linda Winters		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)		Penny Singleton-Arthur Lake		2/29/40	a1/27/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)	66	Hudson-Lane-Lang		1/31/40	a1/20/40
Doctor Takes a Wife		Loretta Young-Ray Milland			In Prod.
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		12/8/40	a11/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Men Without Souls		John Litel-Rochelle Hudson			In Prod.
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D) (Former title, "Criminal Cargo")		Jack Holt-Irene Ware		3/7/40	a10/21/39
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters		2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Charles Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Stagecoach (W) (Former title, "Texas Express")		Chas. Starrett-Iris Meredith			a1/27/40
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)		Arthur-MacMurray-Douglas			a2/3/40
Two-Fisted Rangers (W)	62	Chas Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

MGM

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	Lew Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't. Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't. Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Rob't. Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy HiHer	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Berry-Laraine Johnson	(F)	3/24/39	b3/26/39
9,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	4/1/39

MGM

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of OZ (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

1939-40

Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Girl		Lionel Barrymore-Lew Ayres		3/29/40	In Prod.
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man		Spencer Tracy-Rita Johnson			In Prod.
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Ghost Comes Home		Frank Morgan-Billie Burke		3/8/40	In Prod.
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on The President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D) (Former title, "Arouse and Beware")		Wallace Beery-Dolores Del Rio		2/16/40	a1/13/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice		Greer Garson-Laurence Olivier			In Prod.
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret-Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		3/1/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Two Girls on Broadway		Turner-Murphy-Blondell			In Prod.
Waterloo Bridge		Vivien Leigh-Robert Taylor			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b8/12/39
Young Tom Edison (D)		Mickey Rooney-Virginia Weidler		3/15/40	a12/2/39

MONOGRAM

1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (D)	62	Tex Ritter	(A)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(F)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/28/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(A)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)		Jack Randall-Louise Stanley		2/24/40	a2/3/40
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes In Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")		Warren Hull-Kay Linaker		1/20/40	a12/23/39
Murder on the Yukon (W)		James Newell-Polly Ann Young		2/17/40	a2/3/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)		Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/39
Bey Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Mirandi	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(A)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT 1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventure In Diamonds (D)	72	Isa Miranda-George Brent	(A)	3/8/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
At Good Old Siwash (C)		Wm. Holden-Bonita Granville			a11/25/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny		Basil Rathbone-Ellen Drew			In Prod.
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)		Martha Raye-Charlie Ruggles		3/29/40	a9/30/39
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers		Bob Hope-Paulette Goddard			In Prod.
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden (Former title, "The Man From Bar 20")			a12/16/39
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker		2/23/40	a9/18/39
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/22/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.—Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Showdown (W)		Wm. Boyd-J. Clayton-Hayden (Former title, "Gun Chores")		5/10/40	a10/14/39
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man In Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Miland-Tamiroff-Morison (Tech.)			a8/19/39
War Along the Stage Trail (W)		Wm. Boyd-Russell Hayden (Former tite, "Hold Your Horses")			a1/13/40
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell (D)		Jean Cagney-Richard Denning			a1/20/40
Women Without Names		Ellen Drew-Robt. Paige		3/15/40	In Prod.

R.K.O.-RADIO 1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Camelo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Courageous Dr. Christian		Jean Hersholt-Dorothy Lovett			In Prod.
Curtain Call		Barbara Reed-John Archer			In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		3/8/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)		Richard Dix-Lucille Ball		2/2/40	a12/9/39
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39

R.K.O.-RADIO 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.) (Reviewed as "Sixty Glorious Years")	(F)		b10/29/39
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Romantic Mr. Hinklin		Lucille Ball-James Ellison			In Prod.
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40

REPUBLIC 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b8/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work? (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls		Louise Platt-Donald Woods			In Prod.
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West		3 Mesquiteers			In Prod.
Rancho Grande (W)		Gene Autry-Smiley Burnette			In Prod.
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40

20TH CENT.-FOX 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	55	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/8/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/8/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/38
Charlie Chan's Cruise		Sidney Toler-Marjorie Weaver			In Prod.
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/8/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour			a1/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
For Women Only (D)		Lynn Bari-Joan Davis		3/29/40	a2/10/40
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/19/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	a1/27/40
Lillian Russell		Alice Faye-Don Ameche			In Prod.
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Joan Rogers	(A)	2/2/40	b1/20/40
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Sailor's Lady		Nancy Kelly-Jon Hall			In Prod.
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne			a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)		Cesar Romero-Chris-Pin Martin		4/12/40	a2/10/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aberne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy		2/16/40	a8/12/39
Crackpots (C)		Stan Laurel-Oliver Hardy (Former title, "Two's Company")			a12/23/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft		3/1/40	a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll		3/22/40	a1/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	8/29/39	b8/19/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	8/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholemew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

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Alias the Deacon		Bob Burns			In Prod.
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)		Boris Karloff-Bela Lugosi			a1/27/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D)		Richard Arlen-Andy Devine (Former title, "Test Driver")		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		3/1/40	a1/6/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		4/19/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/20/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan		9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe. (Former title, "Double Alibi")		2/16/40	a12/9/39
House of Seven Gables (D)		Vincent Price-Margaret Lindsay			a1/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel		11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me		Tom Brown-Constance Moore			In Prod.
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Paseo Basin (W)		J. M. Brown-Bob Baker. (Former title, "Vigilante War")		4/5/40	a9/30/39
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker (Former title "Galloping Kid")		1/19/40	a9/16/39
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D)		Lola Lane-James Craig (Former title, "Rigadoon")		3/8/40	a1/6/40

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill (Reviewed as "Hobby Family")	(F)	8/26/39	b8/19/39
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan (Reviewed as "I Am Not Afraid")	(F)	6/3/39	b4/8/39
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	b1/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granvile-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-L. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90	G. Brent-O. deHavilland	(F)	2/11/39	a1/21/39
Women In the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Yes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas		Albert-Wyman-Reagan			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b11/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)		Garfield-O'Brien-Sheridan (Former title, "20,000 Years In Sing Sing")		2/17/40	a8/12/39
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffery Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D) (Reviewed as "Juarez and Maxmilian"—States Rights)	95	Medea Novara-L. Atwill	(A)	12/16/39	b4/29/39
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D) (Former title, "State Cop")		D. Morgan-J. Payne-G. Dickson.			a9/23/39
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan		3/16/40	a1/13/40
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39
We Shall Meet Again (D)		Merle Oberon-George Brent			a1/27/40

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Title	Mins.	Stars			See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	84	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Exile Express (D)	71	Anna Sten-Alan Marshal	(A)	Fine Arts	b2/11/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")		Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	73	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
Mutiny of the Elsinore (D)	73	Paul Lukas-Lyn Harding	(F)	Regal	b2/25/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Panama Patrol (D)	69	Charlotte Wynters-Leon Ames	(F)	Fine Arts	b2/25/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	a9/9/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39
Wild Innocence	60	Brian Abbott-Wendy Munro		Atlas	Coming

FOREIGN LANGUAGE

Title	Mins.	Stars			See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3/4/39
Double Crime in the Maginot Line (D)		Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag in the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
San Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curly	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Nothing But Pleasure	Amusing	18	Coming
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life In Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swingtime		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 9/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics		10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/38
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (6)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) Tech.			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Parameount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment.	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

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COLOR CLASSICS (6) Tech.			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orch.	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orch.		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev.
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Jude Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Con.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

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DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
MARCH OF TIME			
Inside the Maginot Line	Excellent	20½	10/29/38
Metropolis—1939	Fine	18	8/ 5/39
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	19	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	16	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	18	7/15/39
Zoo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Dogyone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

1939-40

DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program.	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	Coming
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Con.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse In a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) Tech.			
Arabian Bazaar	Interesting	8	12/24/38
External Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bela Mola Land	Good Satire	8	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	Coming
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	Coming
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

PRINTED AT PLANT OF HUGHES PRINTING CO., EAST STROUDSBURG, PA.

VITAPHONE-WARNER BROS. 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	Not Rev.
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Artie Shaw	For Jitterbugs	10	6/24/39
Saturday Night Swing Club on the Air	Okay	10	4/ 1/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Elks	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapalooza	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
She Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39

VITAPHONE-WARNER BROS. (Con.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
TRUE ADVENTURES (Con't)			
Lives In Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pastebeards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (18) (Tech.)			
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
LOONEY TUNES (16)			
Africa Squeaks		10	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 7/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm		7	Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39
Phantom Creeps	12 Chaps.		8/12/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N.Y. Zoological Society)	Thrilling	11	1/13/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address, Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

HELP WANTED

UNEMPLOYED salesmen or theatremen are afforded the opportunity of earning a steady income. You must know the theatremen in your territory. The better you know them the easier the task. Your income starts the day you start working. Get full details by writing to Box L 105, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City, giving your past experiences, connections and references. ACT NOW WHILE YOUR TERRITORY IS STILL OPEN.

SERVICING PUBLICATIONS, BOOKS & GENERAL SUPPLIES

Send 3-cent stamp cover cost mailing—For latest "Sound & Projection Hints, Maintenance" pub., covering many hints on servicing Your Equipment Successfully. A publication of interest to exhibitors & projectionists, in small or large theatres everywhere.—New Service For All Theatres: Via mail, we can tell you, in simple understandable words, with pictures and diagrams, How To Do Your Own Sound & Projection Servicing, and "Help You Prevent Sudden Breakdowns, distorted, poor quality sound, secure steady picture, etc.," for only $10 per year. Expert advice by myself and expert advisory staff. Complete servicing data on All Sound, Projection & Television Equipment." Over 24 Years experience servicing & repairing." Wesley Trout, Engineer, Box 575, Enid, Oklahoma.

THEATRE WANTED

YOUNG MAN will invest $1000 and services in small town theatre. Partnership basis. Address Box 502, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

The Prize Baby MAKES AN ANNOUNCEMENT!



THIS IS A GRAND occasion for us. We feel warm, happy and grateful and we want to thank you . . . Exhibitor Leaders, Exhibitors, Producers, Trade Paper Publishers and Editors . . . the whole industry . . . for the hundreds of congratulatory messages you sent on the creation of our new child . . . ADVERTISING ACCESSORIES, INC.

● In this new addition to the **NATIONAL SCREEN** family we assume a tremendous obligation to our customers, to the distributors whose product we handle and to the industry. Our aim is satisfied customers . . . good, showmanship theatre advertising that will help you sell your show . . . and increased service . . . **NATIONAL SCREEN** Service! . . . and fair dealing to all.

● We have nothing to sell but advertising. Trailers on the screen through **NATIONAL SCREEN SERVICE.** Lobby displays through **NATIONAL SCREEN ACCESSORIES, INC.,** and now the complete line of distributor accessories for all companies serviced through the new baby . . . **ADVERTISING ACCESSORIES, INC.** Our aim has been and always will be to give you the best theatre advertising it is possible to produce at the fairest prices.

● Accessories for all companies serviced through the new **ADVERTISING ACCESSORIES, INC.,** will be available to you on a rental basis with current rental prices prevailing.

THERE WILL BE NO INCREASE IN PRICES!

● *That means immediate savings to those exhibitors who now buy their accessories outright. And, peering into the future, we feel certain that as our organization develops and our business increases we will be able to make substantial reductions in the price of accessories, as we did with trailers. Our record speaks for itself.*

● We have been in business twenty-one years and as our business has grown we have shared the benefits with our customers in reduced prices and superior service. We will continue to share, for we have learned during the years that fair dealing pays dividends.

● We are optimistic about our future and the future of motion pictures. The whole **NATIONAL SCREEN SERVICE ORGANIZATION** has been built around men with the ability to accept and foresee new trends . . . to inject new creative inspiration into theatre advertising.

● *We will continue to build that way, with the new baby too,* **ADVERTISING ACCESSORIES, INC.,** *devising new ways and means of bringing more people into your theatres through these great mediums of theatre advertising . . .* **TRAILERS . . . LOBBY DISPLAYS . . . ACCESSORIES.**

● We repeat—**ADVERTISING ACCESSORIES, INC.,** entails many heavy obligations. A tremendous financial obligation to our **COMPANY** . . . a serious obligation to **DISTRIBUTORS** whose productions we handle . . . an important obligation to **EXHIBITORS** whom we service. We will try to meet them in the same manner that we have always met our obligations.

● *For it has been a rule of our business life to let performance be our best advertisement. We will continue to live by that rule.*

NATIONAL Screen SERVICE · NATIONAL Screen ACCESSORIES

ADVERTISING ACCESSORIES, INC.

FILE FEB 19 1940

SHOWMEN'S TRADE REVIEW

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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SAM DEMBOW, Jr.

Vol. 32 No. 4
February 17
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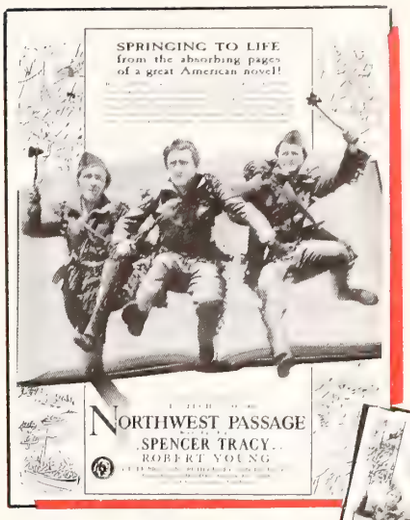
Northwest Passage



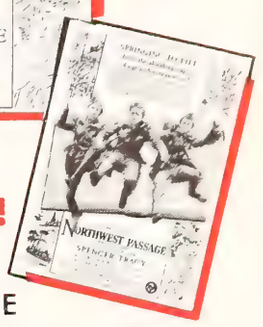
THE SHOT HEARD 'ROUND THE WORLD!











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DETROIT FREE PRESS • AMERICAN BOY
RED BOOK • TIME • AMERICAN WEEKLY
(*NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 21 Big City Newspapers:* Albany Times-Union, Atlanta Journal, Baltimore American, Boston Sunday Advertiser, Buffalo Courier Express, Chicago Herald-American, Cleveland Plain Dealer, Detroit Times, Houston Post, Los Angeles Examiner, Milwaukee Sentinel, Minneapolis Star-Journal, Nashville Tennessean, New York Journal-American, Pittsburgh Sun-Telegraph, Portland Oregonian, San Antonio Light, San Francisco Examiner, Seattle Post-Intelligencer, Syracuse Herald-American, Washington, D. C., Times Herald).

N. Y. SUNDAY NEWS MAGAZINE
N. Y. SUNDAY MIRROR MAGAZINE
BOYS' LIFE • OPEN ROAD FOR BOYS
THIS WEEK (*NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 25 Big City Newspapers:* Atlanta Constitution, Baltimore Sun, Birmingham News & Age Herald, Boston Herald, Chicago Daily News, Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News, Detroit News, Indianapolis Star, Los Angeles Times, Memphis Commercial Appeal, Milwaukee Journal, Minneapolis Tribune, New Orleans Item-Tribune, New York Herald Tribune, Omaha World-Herald, Philadelphia Record, Pittsburgh Press, Portland (Oregon) Journal, St. Louis Globe-Democrat, San Francisco Chronicle, Seattle Times, Spokane Spokesman-Review, Washington Star).

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The important Technicolor Production of The Year's Best Selling Novel by Kenneth Roberts starring the Incomparable...

Spencer Tracy

PRODUCED BY HUNT STROMBERG
DIRECTED BY KING VIDOR

metro-goldwyn-mayer

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Gov't Quizzes Jack Cohn

Col. V-P Asked About First Run Selective Deals

With the examination of Jack Cohn, vice-president of Columbia this week, the Government proceeded with the preliminaries to the equity suit now scheduled for trial May 1. Cohn himself as well as Columbia are among the defendants, a fact to which Louis Frolich, Columbia attorney vigorously objected this week, claiming that the Government had made a deal with the other defendants through which it would obtain considerable information on exhibition at the sacrifice of the production field. Since Columbia is only engaged in the latter, Frolich claimed Columbia should not have been joined in the suit. More argument was held over the interrogatories, Judge Goddard, who will try the case, adjourning the hearing until March 8.

Cohn, testifying this week, stated that he had no interest in any other company except possibly a few shares of stock. He agreed to furnish the government with a list of all franchises to exhibitors; a list of independent producers who made pictures for Columbia together with the financing terms and a list of pictures which were sold separately rather than as a group. Columbia's counsel objected to the furnishing of a list naming the exhibitors in 36 key cities who have had the selective right to first run showings for the past five years. This question may be answered in detail by Abe Montague, scheduled for questioning later.

Ohio ITO to Drop Giveaway Insurance

Cleveland—ITO of Ohio's proposed theatre insurance plan to counteract radio giveaways in general is fading out. Cleveland exhibitors at a meeting here this week told Pete J. Wood, secretary of the unit, that the local offer to pay double the Heidt (Pot O' Gold program) $1,000 gift proved a box office flop during a 4-week trial period.

Good-Will Rally Set To Take Place April 3

Pittsburgh—Second annual industry "Good-Will Get-Together" of main line exhibitors and film sales representatives will be held at the Penn Alto Hotel, Altoona, on Wednesday, April 3. In charge of the affair will be F. D. "Dinty" Moore of Vitagraph, George Elmo of Paramount, George Tice of Columbia and Jack Judd of National Screen Service. Burt Bishop, local MGM branch manager, will be m.c.

NFCA Member Dies

Boston—Henry A. Lydecker, oldest member of the National Film Carriers Association, died here last week following a long illness. He was 53.



Visiting exhibitors and exchangemen in the interests of his newly formed Globe Productions, James Roosevelt, Hollywood's and United Artists' youngest producer chats with Guy F. Navarre, left, and Bob White, chairman of the Board of Directors of Independent Theatre Owners of Oregon and a veteran Northwest showman.

Roosevelt Contacts Exhibitors

President of Globe Productions Completes Swing Through Northwest; Visits Chicago Showmen

Hollywood—Shortly after announcing that he would spend at least a month of his first year as head of Globe Productions, Inc., visiting exhibitors in all sections of the country, James Roosevelt left recently on a trip to the Pacific Northwest on the first of such calls. His company will make pictures for United Artists release.

Flying to Portland, Roosevelt was guest speaker at a Portland Chamber of Commerce testimonial tendered the Rose City's most distinguished citizen of 1939—Showman Ted Gamble. In a huddle with leading Oregon showmen, he asked many questions and listened to their suggestions for new films. From Portland he went to Seattle for more talks with exhibitors. Enroute to Hollywood, he stopped at San Francisco to discuss his plans with theatremen and film critics. A week later he flew to Chicago and devoted most of a day to visiting various theatres, chatting with managers, ushers and doormen, getting the lowdown on what customers think about pictures, and visiting with critics and exploitation men.

On February 23-24, young Roosevelt will contact exhibitors in the Washington, Baltimore and Philadelphia areas. Sometime during the early summer he plans to tour the Central States in search of showmanship advice, suggestions and criticisms.

Hoosier Jury Rules "Bank Roll" No Lottery

Indianapolis—A Municipal Court jury here, in the case of Orin J. Moore, manager of the Ohio Theatre, ruled this week that "Bank Roll," a theatre game, is no lottery

Ohio ITO to Tackle Neely Bill, 70%, Tele.

Columbus, O.—The Neely bill, 70 percent terms for films and television's effect upon the box office will be tackled by the ITO of Ohio at its convention at the Neil House here Feb. 28-29.

Para. Execs Mull Neely Bill Fight

Theatre Partners and Home Chiefs Meet in Miami

Paramount Theatre executives meeting at Miami Beach this week devoted considerable time to a discussion of ways to combat the Neely Bill and other legislation which they consider harmful to the industry. The meeting, which was of an informal nature, was attended by a number of executives from the home office in New York including Barney Balaban, Austin Keough, Leonard Goldenson, Sam Dembow, Leon Netter, Stanton Griffis, George Thorpe and S. A. Lynch, N. L. Nathanson and E. G. Sparks, Paramount theatre partners.

No information was divulged on what steps those present considered to combat the Neely Bill, but it was known that many of them expressed a lively interest in the campaign instituted by R. J. O'Donnell and Karl Hoblitzelle of the Interstate Circuit of Texas. Newspaper comment will be used to attempt to demonstrate that most people oppose the Neely Bill.

Educational Films Files Bankruptcy Petition

Filing a voluntary petition of bankruptcy in Federal Court this week, Educational Films Corp. of America listed liabilities totaling $392,876 and assets of unknown value. Immediate liquidation will follow the filing of the petition.

Walker May Head Indies

Would Act As Co-ordinator In Solving Current Problems

Former Major James J. Walker of New York may head the independent exhibitors of the country as a sort of co-ordinator. The plan has been discussed before but it is believed to be near fruition at the present time. Walker's function would be to act as representative of all independent exhibitors in solving current problems. He has a background fitting him for this sort of post for at one time he was identified with the MPTOA.

Exhibitors have not denied that the proposal was made but expressed surprise that Walker had mentioned it. The occasion for the mention of it occurred in connection with a press interview on the ex-mayor's participation in the new WHN radio program from Loew's State Theatre in New York every Monday night.

Censors Upheld

Supreme Court Justice Levy this week ruled that a picture, "Life on the Hortobagy," could not be shown in New York State. It includes scenes of the birth of a horse.

SAM DEMBOW, Jr.

(Man on the Cover)

After a lapse of five years, Sam Dembow, Jr., returns to Paramount Theatre operations in an important executive capacity and one with which he is thoroughly familiar by reason of his long experience in this work with this same company. He will fill the post formerly held by Y. Frank Freeman who is now charged with studio supervision. Dembow's knowledge of Paramount's and its partner affiliates theatre operations should bring him back into harness without that loss of time normally needed to acquaint a new executive with his company's set-up. As Sam tells us, "It's just like coming back home."

SHOWMEN'S Trade Review
Vol. 32, No. 4 Feb. 17, 1940
Title and Trade Mark Reg. U. S. Pat. Off.
Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

The Editorial Page

Confucius Say . . .

Exhibitors who cry loud about poor business shouldn't get too much sun-tan on Miami's sunny beach . . .

Film salesmen who come crying for more playdates shouldn't be encouraged or they'll come back too often . . .

Editors who prate about others picking up their news items generally get that way because they've been doing it themselves for years . . .

If you don't want Mr. Neely's Bill don't cuss about it under breath . . . go out and do something about it.

One chance in many million to win pot of dough will never keep customer away from movie theatre . . . so go out and sell your pictures and forget pots o' . . . gold . . .

Lent is no longer match for smart showmanship . . . beat the Lent slump with good showselling ideas and you'll hardly know you are in it . . .

One way to get rid of lousy critic is to give him job writing lousy stories in Hollywood. . . . Maybe he get so lousy paper won't take him back . . .

If Hollywood dislike Mr. Dies' accusation then Hollywood should seek to dislodge elements which cast bad reflection upon movie business.

Golden Rule is very good . . . don't do others even if they do you.

Divorcement never cure circuit evil . . . circuits will always be circuits even if different men own them.

Exhibitor who let restrooms smell make foul mistake.

Cashier who frown have more lines in face than in front of box office.

Exhibitor who increase pass list eventually pass out of picture business.

Showman who don't sell pictures have no complaint for bad business.

Man who complains loudest about business usually make most money.

Movie industry should dig own ditch and lie in same but not let government dig big hole and bury all under legislation.

Producers who own theatres and make rules about double feature should follow same themselves.

Exhibitor organization which have first convention without loud and futile noises get much applause from whole industry.

Exhibitor who take film salesman's promises usually make bad promises himself.

Exhibitor who play two features pays double bill.

Projectionist who throw poor light on screen keep audience in dark.

Theatreman who don't want government lawsuit should not try to hog all pictures.

Exhibitor who neglects theatre's equipment is like man who won't buy gasoline for his automobile . . . both soon stand still and go nowhere.

Man who pass up good short subjects no better than man too lazy to pick up dollar bill from sidewalk.

Theatreman has enough to do without trying tell Hollywood how make pictures.

Exhibitor who wait for business to improve have big "weight" on mind.

Executives who help raise money for many worthy cause should not forget charity begins at home . . . and industry is home to many deserving unfortunates.

△ △ △

Observations

We see by the papers that "Pinocchio" is doing a terrific business at its first engagement. . . . "Northwest Passage" previews give every indication that Leo the Lion has a money-maker hot off the griddle. . . . "Young Tom Edison" made his entrance 'mid wild acclaim in Port Huron where MGM staged "quite" a premiere. . . . "Abe Lincoln in Illinois" is delighting audiences at every one of its early runs and business seems to be holding up well in all of them. . . . Speaking of "Abe Lincoln," its producers and RKO used exceptionally good judgment in booking it into the Music Hall in preference to any reserved seat run. . . . In the former, its success is well nigh a foregone conclusion while in the latter case it would have been very questionable. . . .

"Gone With the Wind" hasn't hit a "sour" engagement yet . . . in fact, every one of them is holding up to the turnaway business established since the picture made its bow. . . . And it is our prediction that the same report will prevail well down the line. . . . Whether or not the second and third runs will do as well remains to be seen . . . with much speculation on both sides.

"Grapes of Wrath" continues to pack 'em in at the New York Rivoli. . . . "My Little Chickadee" is going to be one of the more profitable pictures of the year with both Fields and West staging a popularity come-back that should carry over for several more releases from these two troupers. . . . Which prompts the observation that Universal is doing a great job in bringing back former SRO stars with great success. . . .

"Series" pictures, instead of tapering off, appear to continue on the up-swing in box office popularity. . . . This is especially true of the "Blondie" series coming from Columbia. . . . And speaking of Columbia reminds us that when discussing money-making pictures we mustn't lose sight of "His Girl Friday" which is doing a bit of all right for itself and the theatres playing it. . . .

—"CHICK" LEWIS.

Holiday Crowds Jam Theatres

All Attractions Do a Huge Business With Many Standing

A holiday week-end with the resultant higher prices in many theatres resulted in good business on Broadway as well as in many other spots throughout the country. Lobby delays and lines were the usual thing on the Main Stem especially on Lincoln's Birthday.

Radio City Music Hall with "Swiss Family Robinson" as the attraction reported tremendous crowds all day and through the evening. "Gone With the Wind" at the Astor was a sell-out and at the Capitol business was said to be "capacity plus." "Pinocchio" at the Center Theatre had a line which sometimes reached a quarter of a mile in length with patrons standing four abreast. Heavy details of police covered the crowd which was largely composed of kids. One section of the house which is reserved reports that seats are selling well into April.

The holiday had little effect on "The Fighting 69th" solely because the picture had already been doing capacity business and there was no room for more, though the gross was reported to be slightly higher. "Little Old New York" in its second week at the Roxy and "Geronimo" aided by two stage bands at the Paramount did a standout business. "Congo Maisie" at the Criterion did a business well in excess of what the theatre usually reports.

20th-Fox Sets New Record for Sales

A new record for contracts closed, with 10,964 pacts signed at the home office, was established by 20th Century-Fox over the week-end. Compared with last year's total, this year's figures were ahead 253. That the company will go over 12,100 contracts for the year is expected, which would also be a new record total.

HELP THE FINNISH RELIEF FUND

Although this issue of STR will reach many exhibitors after the drive is closed, there is still time for all those on the Eastern seaboard to participate in this worthy cause. The Motion Picture Division of the Finnish Relief Fund of which Herbert Hoover is national chairman, has made a short subject depicting life in Finland before and during the present struggle for existence. There are 1,000 prints of this subject, but whether or not you have been able to book a print, participate in the drive in every way. If there is still time, get a notice in your newspaper. Arrange through local Finnish or Scandinavian societies to have girls working in shifts of two to collect the funds. All of the money should be sent in the form of a check to Mr. Raymond Sawtelle, Treasurer of the Finnish Relief Fund, Inc., 420 Lexington Ave., New York, giving, of course, the name of the theatre. Public opinion is so solidly behind this cause that you can gain immeasurable goodwill by participating in it.

Exhibs Cool to Neely Plan

Many Believe It Impractical to Foster Move At This Time; See Greater Gov't Regulation

Reaction of exhibitor leaders to the proposals of Co-operative Theatres of Michigan to embody trade reforms in amendments to the Neely bill is on the whole unfavorable, it was revealed this week. Even those who agreed with Co-operative in its stand against the block-booking measure were cool to the plan.

In its suggestions to the Interstate Commerce Committee, Co-operative recommended that the Neely bill be amended so as to make arbitration mandatory, and include cancellation privileges up to 25 percent, elimination of score charges, nonforcing of shorts, identification of pictures contracted for, and cancellation by producers of a part of a block but not so that it will affect an exhibitor's cancellation percentage.

Though a few exhibitors agreed the idea had some merit, the majority believed it impractical to foster it at this time. Co-operative's proposals, it was conceded, call for greater Government regulation than that which the bill's opponents claim would be imposed should the bill be passed.

D of J Gets Air Giveaway Data

Exhibs Charge Lotteries Involved in Programs

Washington—In the wake of exhibitor opposition to radio's giveaways on varying grounds, the strongest being the charge that lotteries were involved, the FCC last week turned over to the Department of Justice data collected on the Pot O' Gold and other programs.

Exhibitor group and circuit complaints charged the programs violated Section 316 of the Communications Act, which prohibits broadcasting of ". . . any advertising, or information concerning any lottery, gift enterprise or similar schemes . . ."

Bioff to Face Charges

Sacramento, Calif.—William Bioff, IATSE executive, will go to Chicago to face charges pending there.

Hays to Speak

Indianapolis — Will H. Hays, MPPDA prexy, will be the principal speaker at the annual Founder's Day banquet in the Columbia Club here March 9.







One of the year's most memorable events was the world premiere of MGM's "Young Tom Edison" at Port Huron, Mich., last weekend. During the week of Feb. 4-10, the city celebrated the 93rd birthday anniversary of Edison. Photo at the left shows the Speaker's table during a luncheon for Louis B. Mayer, MGM vice-president in charge of production, at the Book-Cadillac Hotel, Detroit; (l. to r.) Harry Kelly, Michigan's Secretary of State; W. F. Rodgers, MGM general sales manager; Jack Flynn, Detroit district manager; Mr. Mayer; Edsel Ford, president of Ford Motor Co., and Mickey Rooney, star of the film. Center photo shows Henry Ford taking party aboard one of original coaches in which young Edison plied his trade as news butcher between Detroit and Port Huron; (l. to r.) Henry Ford, Mr. Mayer, Mrs. W. F. Rodgers, Mr. Rodgers, Mickey Rooney, Mrs. L. B. Mayer, Edsel Ford, Howard Dietz, MGM advertising and publicity chieftain, and Mrs. Dietz. Photo at right shows Earl Hudson (center) and other executives of United Detroit Theatres at luncheon given for Mr. Mayer.

GWTW Terms Held Successful

Only 2 or 3 Theatres Didn't Show Profit, Mayer Declares

Detroit—Addressing a civic luncheon in his honor at the Book Cadillac Hotel here last week in connection with the Port Huron premiere of "Young Tom Edison," Louis B. Mayer, MGM production chief, said that his company's "Gone With the Wind" sales policy by which exhibitors playing the picture on the company's 70 percent terms are guaranteed against loss, was successful.

Crediting William F. Rodgers, MGM sales head, with originating the idea, Mayer pointed out that it was Rodgers who suggested that inasmuch as exhibitors might be unwilling to accept new terms for "Gone With the Wind" because they were new "we should guarantee to make them money—and there are only two or three theatres where we have to pay back money."

Columbia Sales Drive Will Honor Montague

Hailed as the Montague 15th Anniversary Campaign, Columbia's annual sales and billing drive will be a tribute to its general sales manager, who rounds out this year a decade and a half of company service. To be launched Feb. 17, the campaign will continue through May 10. Some of the Columbia features planned for release during the sales drive are "Too Many Husbands," "The Doctor Takes a Wife," "Blondie on a Budget," "Five Little Peppers at Home" and "I Married Adventure."

See Shorter Programs Dependent on S-W Aid

Philadelphia—Exhibitors here are lukewarm to the proposals of the Parent Teacher Association and the County Federation of Women's Clubs that film programs be cut from three to two hours. Although operators said they would try to cooperate, the plan requires Stanley-Warner alignment if it is to be effective. Upon 100 p.c. agreement depends whether or not long programs will be cut.

Albany Allied Unit Will Be Revamped

The Albany unit of New York Allied will be revamped, it was determined this week at a meeting of the organization's officers and directors in New York. Four officers and directors of the Albany group recently withdrew from the unit, allegedly because of policy disagreement. The annual state meeting will be held May 22-23 in Syracuse.

"Northwest" Premiere at Boise on Feb. 20

World premiere of MGM's "Northwest Passage" will take place at the Pinney Theatre, Boise, Ida., on Feb. 20. There will be an advance celebration.

Kennedy's Korner

That playwriter who pens a magazine story about the great play he'll never write but thinks is a great play, nevertheless, ought to go out to Hollywood some day. His great idea is to have the curtain rise, and immediately descend. Maybe that's something new—for a playwright. But out in Hollywood, for years, they've been inventing, by the same standards of measurement, far greater ones. At a dime for 2 dozen, you can get stories that never even have a camera turned on them. But the idea has its merits—not so much for story writers, but for others who have plagued this business. For instance. Suppose those geniuses who decided they wanted a law, had thought up the Neely Bill, saved the industry with it, but never wrote it.

The long run of GWTW at the Capitol has not only people, but pictures, queuing-up, as they say in Lunnon. The line-up of ticket-buyers stretches almost as far from here to there as the line-up of films awaiting their chance to make a bow on Broadway. MGM is even now running display teaser ads on "Young Tom Edison" in the New York papers, and the filmgoers of the town are beginning to cross state lines to see pictures that won't be around here for who-knows-how-long but are old stuff to many other towns.

For class and prestige, that "Young Tom Edison" premiere put on by Howard Dietz and his aides is one for the book of showmanship —and one that's what the doctor ordered as a build-up for pictures as the world's best entertainment. What's all this yapping about Hollywood not turning out enough great entertainment for the youngsters as well as the oldsters? Didn't the yappers hear of "Pinocchio" and Walt Disney?

VARIETY CLUB CONVENTION NOTES

Dallas, Tex., April 18-19-20

Variety Club members and all others contemplating attendance at the National Convention, are urged to contact their local Tent and arrange for their hotel and railroad reservations.

The Chief Barker of each local Tent has full and complete instructions regarding both of these important matters and the earlier reservations are made the better will the committees in Dallas be able to take care of details.

Special trains, cars or sections will be possible if a sufficient number of delegates and visitors can be brought together. But if regular transportation is used you will leave St. Louis on the Variety Club's own special, "The Gateway" which will bring ALL visitors into Dallas for the greeting ceremonies at the station.

(Watch this box each week for further details about the Convention. If you seek some special information please communicate with the Variety Club of Dallas at its headquarters in the Adolphus Hotel where your communication will be turned over to the committee responsible for the information you seek.)

Advertising Accessories Buys 21 Major Poster Exchanges

Plan for Centralization of Poster Services is Completed by NSS Subsidiary; Libros Retained

An important move toward the centralization of poster rentals was completed this week when Advertising Accessories, Inc., announced the purchase of 21 major poster exchanges throughout the country. Three other renters on the West Coast, with whom deals had not yet been completed, were expected to come into the fold before the end of the week.

Comprising the National Poster Service Association, the poster exchanges were bought outright and will be incorporated into the National Screen Service subsidiary's program of centralized accessories. Every poster exchange head who sold out was happy and completely satisfied with the deals, it was explained by Charles Casanave, vice-president and general manager of A.A.

Representing his members in the transaction was Simon Libros, president of the poster service association. He has been retained in an advisory executive capacity, Casanave stated. The poster organization has been dissolved. It was also stated that there would be no increase in the price of accessories. Poster exchanges involved in the deals include:

Theatre Poster Supply, Cincinnati; Theatre Poster Exchange, Kansas City; Exhibitors Poster Service, Cleveland; National Kline Poster Co., Inc., Philadelphia; Progressive Poster Exchange, Inc., New York; Exhibitors Poster Supply Co., Inc., New York; Poster Exchange, Inc., Atlanta; D. C. Poster Exchange, Inc., Washington, D. C.; Rex Poster Exchange, Inc., New Orleans; Photoplay Advt. Co., Inc., Chicago-St. Louis; Premier Advt. Service, Kansas City; Clark's Poster Service, Oklahoma City; Cinema Service, Detroit; Carolina Poster Exchange, Inc., Charlotte; National Poster Exchange, Inc., Omaha-Des Moines; Chicago Poster Exchange, Chicago; Movie Poster Service, Inc., Indianapolis; H. T. Liebtag, Inc., Indianapolis; Texas Poster Exchange, Dallas Poster Exchange, Allied Poster Exchange, Dallas; Exhibitors Poster Service, Inc., Minneapolis; Independent Display Co., Pittsburgh; Economic Poster Exchange, Buffalo; Mutual Advt. Service, New Haven; Theatre Display Co., Albany.

In the West Coast deals, which were expected to be consummated this week, are Western Poster, Inc., of San Francisco; Southern Poster, Inc., of Los Angeles, and the Western Poster Co., N.W., Seattle. Max Morris is president of the three units.

A.A. has retained a majority of the men associated with the poster exchanges in the deals, who will be local representatives of the NSS subsidiary.

Last week Columbia joined with Paramount, RKO and Universal in the new accessories set-up centralizing distribution of all accessories through A.A. It is expected that service on all Columbia accessories will begin through A.A. about March 1.

Willard Patterson Dies

Palm Springs—Willard C. Patterson, 63, assistant to Joseph Bernhard, Warner Theatres general manager, died this week of tuberculosis.

Rep. '40-'41 Program Includes Four Specials

Fifty-two features and four serials, with four specials budgeted at $750,000 apiece, will be produced by Republic for the 1940-41 season, it was stated by Herbert J. Yates, prior to his departure for the Coast Friday night. Wherever satisfactory plans can't be worked out with franchise holders, plans are under way to expand the company's exchange systems, Yates also disclosed. He and James R. Grainger, prexy and sales head, were to hold a sales meeting in Chicago this week and proceed from there to Hollywood.

Important Dates

Feb. 17: Coast Warner Club dinner-dance, Biltmore Bowl.
Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
Feb. 28-29: ITO of Ohio convention, Neil House, Columbus.
Feb. 29: Academy Awards banquet, Hollywood.
April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention. Chalfonte-Haddon-Hall Hotel, Atlantic City.

Rodner Selecting Stars For Will Rogers Short

Harold Rodner, Warner executive and vice-president of the Will Rogers Memorial Fund, is on the Coast supervising the selection of stars and arrangements for the filming of the annual Will Rogers short subject, which will be shown in theatres throughout the country during Will Rogers National Theatre Week, beginning April 18.

Theatres Go Literary

Evanston, Ill.—Two B & K theatres here, the Valencia and the Coronet, are holding book nights twice a week.

Dick Kirschbaum's Korner



DAY NUMBER ONE! Outside!..Storms



THE NEXT DAY! Bigger than ever! Lines a



THE DAY AFTER THAT! Four blocks long



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eople in a Pouring RAIN!

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Pinocchio

REAT CENTER THEATRE!

The Box Office Slant

Young Tom Edison

(Hollywood Preview)

MGM Drama 84 mins.

(Prod. No. 28, Nat'l Release, March 15)

Cast: Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler, Eugene Pallette, Victor Kilian, Bobbie Jordan, J. M. Kerrigan, Lloyd Corrigan, John Kellog, Clem Bevans, Eily Malyon, Harry Shannon. **Credits:** Directed by Norman Taurog. Produced by John W. Considine, Jr. Original screenplay by Bradbury Foote, Dore Schary and Hugo Butler, based on material by H. Alan Dunn. Recording director, Douglas Shearer. Art director, Cedric Gibbons. Photography, Sidney Wagner. Film editor, Elmo Veron.

Plot: Mickey Rooney, portraying the role of young Tom Edison, concentrates on his juvenile experiments, often disastrous, and when he nearly burns down the schoolhouse, is expelled. He keeps on getting into one scrape after another and becomes the laughing stock of the entire town. Mickey has a new trouble added to his burdens, when Fay Bainter, his mother, takes seriously ill, and requires an operation. He borrows a mirror in order to give the doctor sufficient light, and when caught returning the mirror is branded a thief. Mickey finally shows everyone what he is made of, when, with the use of the Morse code sent with a train whistle, he averts a bad train wreck. His ingenuity has won him a job as a telegrapher and off he goes to face his adult life.

Comment: The nation's number one boxoffice star gives the finest performance of his career in a human story rich in laughter and heart-tugs. It has unusual appeal and MGM has a picture that will "click" throughout the world; a refreshing piece of entertainment, so perfect in every respect, that it will be hailed far and wide as outstanding screenfare. Mickey Rooney's acting can truly be listed as magnificent and excellent performances are turned in by Fay Bainter, George Bancroft and Virginia Weidler. Norman Taurog's direction tops any of his previous films, even though he has scores of top directorial jobs to his credit. The final thrill, wherein Mickey prevents a train wreck by sending a Morse code message on a train whistle, is a climax hard to equal and is based on actual fact. Give this one all of the selling you can and be sure to play up the Nation's Number One boxoffice star in his best performance. **(FAMILY)**

Catchline: "The adolescent years of one of the world's greatest men."

AUDIENCE SLANT: A HUMAN STORY WITH MASS APPEAL THAT WILL PLEASE IN A BIG WAY.

BOX OFFICE SLANT: WILL BE HAILED FAR AND WIDE AS OUTSTANDING SCREEN FARE. SHOULD DO EXCELLENT BUSINESS.

Legion of Decency Ratings

(For Week Ending February 17)

SUITABLE FOR GENERAL PATRONAGE

Calling Philo Vance
Granny Get Your Gun
Light of Western Stars
Pinocchio

SUITABLE FOR ADULTS ONLY

Castle on the Hudson
Double Alibi
I Take This Woman
Vigil in the Night

Outside the 3-Mile Limit

(Hollywood Preview)

Col Drama 63 mins.

(Nat'l Release, March 7)

Cast: Jack Holt, Harry Carey, Sig Rumann, Eduardo Ciannelli, Donald Briggs, Irene Ware, Dick Purcell, Ben Weldon, Paul Fix, George Lewis. **Credits:** Directed by Lewis D. Collins. Screenplay by Albert DeMond from a story by Eric Taylor and Albert DeMond. Photography, James S. Brown, Jr. Film Editor, Dwight Caldwell. Produced by Larry Darmour.

Plot: Jack Holt, a government T-Man, works as a bouncer on a gambling boat trying to track down a gang of counterfeiters. Eduardo Ciannelli, owner of the boat, kills one of Holt's men whom he finds searching his room. Ciannelli orders Harry Carey, the captain, to set sail at once, and so he takes them to a hiding place in Central America, until things blow over. There they discover that Carey works with Sig Rumann, head of the counterfeit gang. Holt sends Donald Briggs, disguised newspaperman, to get Irene Ware, sob-sister, to notify the police to come to their rescue. Ciannelli is killed by Rumann just before the others are rescued.

Comment: Here's a neat, action picture that ties in with the recent government investigation of the gambling ships. It's a two-fisted melodrama in the regular Jack Holt pattern, but with a novel twist to the story that will more than satisfy action fans and make a fine addition to any program. Holt's burden of carrying the entire picture has been lessened this time by the able support of Harry Carey, the honest sea captain who turns out to be one of the counterfeiters. In the smaller roles, credit is due Sig Rumann, head man of the gang, Donald Briggs, disguised newspaperman and Eduardo Ciannelli, owner of the ship, for their capable performances. Direction and production are very effective. Actual newspaper headlines concerning gambling, could be used in your lobby display. Distribute stage money imprinted "This Note Was Won Outside The 3-Mile Limit." Roulette wheel and other gambling paraphernalia might be secured from your police department for display purposes. **(FAMILY)**

Catchline: "Uncle Sam cleans up another gambling menace."

AUDIENCE SLANT: ACTION PICTURE THAT WILL MORE THAN SATISFY THE HOLT FANS.

BOX OFFICE SLANT: A GOOD SUBJECT TO ANY PROGRAM NEEDING ACTION.

Free, Blonde and 21

(Hollywood Preview)

20th-Fox Drama 74 mins.

(Prod. No. 37, Nat'l Release, March 29)

Cast: Lynn Bari, Mary Beth Hughes, Joan Davis, Henry Wilcoxon, Robert Lowery, Alan Baxter, Katharine Aldridge, Helen Ericson, Chick Chandler, Joan Valerie, Elise Knox, Dorothy Dearing, Herbert Rawlinson, Kay Linaker, Thomas Jackson, Richard Lane. **Credits:** Original Screenplay by Frances Hyland. Photography, George Barnes. Art Direction, Richard Day and George Dudley. Film Editor, Norman Colbert. Directed by Ricardo Cortez. Executive Producer, Sol M. Wurtzel.

Plot: Mary Beth Hughes, a gold digger living at a hotel for women, fakes her own suicide in order to cause trouble for a man who threw her over. Lynn Bari and the manager of the hotel, rush Mary to a hospital and hush the story in order to avoid the publicity. There Lynn meets Henry Wilcoxon, head doctor and his assistant, Robert Lowery, and when Mary recovers the four become good friends. Mary runs around with Alan Baxter, a man she picked up at a night club, without Lowery's knowledge, and when Baxter kills a man during a hold-up which she witnessed, and he himself is shot, Mary calls on Lowery for assistance. Things look pretty black for Wilcoxon when he is arrested for murder, but he refuses to speak until Mary shows her true hand and Lowery realizes what a fool he has been.

Comment: As a follow-up to "Hotel For Women," this doesn't quite live up to its predecessor because of a rambling story, but since it deals with all types of women, it should be suitable fare for the feminine trade. Unusual care has been given it in production values and the capable direction of Ricardo Cortez makes the characters seem real. Lynn Bari and Mary Beth Hughes, a newcomer, have the leading roles and do well with their assignments, but it is Joan Davis, as the chambermaid, who carries off the top honors. Henry Wilcoxon and Robert Lowery also turn in good performances. Arrange window displays and cooperative newspaper ads with all shops handling feminine apparel. The title lends itself to some swell teaser ads. A

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search for a lady who is "Free, Blonde and 21" could be conducted, with winner being presented with a prize in your lobby on opening night. **(ADULT)**

Catchline: "A vengeful gold-digger goes to town . . . and jail."

AUDIENCE SLANT: SHOULD PLEASE THOSE WHO LIKE LIGHT ENTERTAINMENT.

BOX OFFICE SLANT: FAIR RETURNS CAN BE EXPECTED ON THIS.

A Chump at Oxford

UA | Comedy | 62 mins.

(National Release Date, Feb. 16)

Cast: Stan Laurel, Oliver Hardy, Forrester Harvey, Wilfred Lucas, Forbes Murray, Frank Baker, Eddie Borden, others. **Credits:** Directed by Alfred Goulding. Produced by Hal Roach. Associate Producer, Hal Roach, Jr. Original story and screenplay by Charles Rogers, Felix Adler and Harry Langdon. Photographed by Art Lloyd. Photographic effects by Roy Seawright. Film Editor, Bert Jordan. Art Direction, Charles D. Hall.

Plot: Laurel and Hardy have difficulty in finding and holding jobs, since they lack an education. When they unwittingly prevent a robbery, the appreciative head of the company offers to send them through college. The couple go to Oxford, where they are the targets of pranks instigated by a group of students. Laurel, it develops, had once been a notable figure in Oxford, but a bump on the head had changed all this. Again he is bumped on the head, and begins where he left off as the college favorite. He makes Hardy his servant. But a last and final bump makes him once more the grinning, half-witted pal Hardy had always known.

Comment: Where the masses are concerned, this is rib-tickling entertainment, especially for Laurel and Hardy adherents. Class audiences and those who dislike the pair may either shy away from the theatre when you play the comedy or may find it somewhat dull. The scripters have injected a few excellent gags, but some of them are strained to the breaking point, so it seems, in order to "pad out" to fill at least a reasonable feature running time. This shortcoming, however, may be overlooked by the masses, who are certain to laugh long and loud at the antics which have distinguished Laurel & Hardy from other comedians. Get a local Hardy impersonator to appear in a store at a time announced in the newspaper. Those who "spot" him win tickets to the show. In tieups with schools, you could conduct contests for the "fattest boy" or for the two male students most nearly resembling Laurel & Hardy. **(FAMILY)**

Catchline: "Stan and Babe give Oxford a liberal education in hilarious hi-jinks."

AUDIENCE SLANT: THE MASSES AND LAUREL & HARDY FANS WILL BE THOROUGHLY AMUSED.

BOX OFFICE SLANT: IF THIS PAIR HAS A STRONG FOLLOWING IN YOUR TOWN, YOUR ENGAGEMENT SHOULD BE HIGHLY SUCCESSFUL. OTHERWISE, IT MAY BE NECESSARY TO BOOK THE PICTURE AS COMIC RELIEF FOR A HEAVY DRAMATIC OFFERING.

The Marines Fly High

(Hollywood Preview)

RKO-Radio | Drama | 67 mins.

(Prod. No. 18, Nat'l Release, Feb. 2)

Cast: Richard Dix, Chester Morris, Lucille Ball, Steffi Duna, John Eldredge, Paul Harvey, Horace MacMahon, Nestor Paiva and others. **Credits:** Screenplay by Jerry Cady and Lt.-Comm. A. J. Bolton from a story by A. C. Edington. Director of photography, Frank Redman. Musical director, Roy Webb. Film editor, Frederic Knudston. Directed by George Nicholls, Jr. and Ben Stoloff. Produced by Robert Sisk.

Plot: Dix, U. S. Marine officer, finds his romance with Lucille Ball, plantation owner, disrupted by the appearance of Steffi Duna, native girl dancer and a former flame, and the arrival of Morris, a flyer sent to help in capturing a guerrila chief. The latter proves to be Eldredge, Lucille's foreman, who kidnaps her and leads Morris' small punitive force into an ambush. Dix, flying against orders, spots their trouble and gets rescuers in time. Seeking transfer to China, he learns that Lucille's interest in Morris was not serious and he is to have his bride on the trip.

Comment: For the younger portion of any audience, and those elders who rate continued action as a perfect antidote for a sometimes implausible story, this will prove a satisfying vehicle. Tie up with the marine corps recruiting service, or that of the air force, if either are to be found in your city. Include a lobby display of posters, trophies, armament and, perhaps, a uniformed member of the local corps in charge of a branch recruiting office with a desk supplied by the theatre. Check Veterans of Foreign Wars organization and plant interviews in the papers with any men in your city who may have figured in the corps campaigns in the Caribbean republics. A short atmospheric prologue could be set with a local dancing school, presenting one of its older students in a dance similar to that done in the cantina by Steffi Duna. **(FAMILY)**

Catchline: "A marine who could keep a revolution in hand, but not a girl."

AUDIENCE SLANT: WILL SATISFY THOSE WHO PLACE ACTION ABOVE EVERYTHING.

BOX OFFICE SLANT: NAME DRAW OF THE FOUR TOP PLAYERS WILL HELP IT.

Knights of the Range

Para. | Western | 70 mins.

(Prod. No. 3923—Nat'l Release, Feb. 23)

Cast. Russell Hayden, Jean Parker, Harry Humphrey, J. Farrel MacDonald, Rad Robinson, Britt Wood, Victor Jory, Morri Ankrum, Ethel Wales. **Credits:** Directed by Lesley Selander. Produced by Harry Sherman. Screenplay by Norman Houston. Based on a story by Zane Grey. Photographed by Russell Harlan.

Plot: Hayden, member of a gang of cattle rustlers, has a change of heart when one of the gang kills Humphrey, veteran ranch owner and father of Jean Parker. Because he doesn't betray his henchman, boys at the ranch consider him guilty until Jean and MacDonald, believing him incapable of doing such a deed, convince them otherwise. Assigned to take a herd of cattle into town and bring back the money, Hayden is ambushed by Jory, who is in love with Jean and has assumed leadership of the rustlers in order to avenge her refusal to marry him. But word of Hayden's plight reaches the ranch, and the boys arrive to save him and the money.

Comment: When an outdoor picture is produced in the manner of this western, it almost renews one's faith in horse operas. Despite the fact that there may be a few implausibilities, as in most films of this type, the acting is so sincere and the direction so much above the average, that what might otherwise be drawbacks take on a logical aspect. The photography is eye-filling, containing as it does many beautiful panoramic shots. Jean Parker, if anything, appears to have graduated from an ingenue into a mature leading lady. Russell Hayden is a believable hero who wins audience sympathy without having to vocalize, since this privilege is retained for the King's Men. All in all, the picture is satisfying outdoor entertainment for the masses. Since it is based on a story by Zane Grey, you should be able to effect window displays on Zane Grey books in book shops and department stores. If fashion or beauty makeup stills on Jean Parker are available, you can vie for feminine interest by using them for newspaper and merchant tieups. **(FAMILY)**

Catchline: "Zane Grey's most exciting and thrill-packed adventure."

AUDIENCE SLANT: SATISFYING SCREEN FARE FOR THE ACTION FANS.

BOX OFFICE SLANT: WHEREVER OUTDOOR FILMS DRAW, THIS SHOULD DO WELL. IT HAS ADDED STRENGTH IN THE ZANE GREY NAME.

(*More Box Office Slants on Page* 14)



Program Exchange

Quiz About the Movie Stars Could Be a Weekly Feature; Magleora Looms As Showman

WE'RE tired of mentioning the weather every time we open these weekly discussions on house programs, so, for a change, we're going right into the subject at hand. If you want to know what the temperature is in New York, look in the newspaper; that is, if you have access to a key city daily, which generally carries this vital (?) information.

A feature that should attract and maintain interest in your programs is based on a "Screen Test" which appears every Saturday in one of the New York newspapers. You might call yours a "Screen Quiz" or "Movie Quiz" or something like that. Anyway, there are usually five questions. Here's a sample: "Wallace Beery was once (a) a miner, (b) a pugilist, (c) a female impersonator, (d) a laundry man." The answer of course is "a female impersonator." Generally, the five questions are given, with the answers appearing directly below. In your case, you can list the answers in this manner, or you can put them on another page, or you can withhold them and offer guest tickets to the first 25 or so who bring the correct or nearest correct replies to your box office.

If you're worried about the source of your questions, stop worrying. Look over the publicity section of any press book, and there you'll find feature stories which reveal certain interesting facts about the players from which you can fashion questions. Get some fan magazines, too. Note the amusement pages of nearby key-city newspapers. We believe that once you've started this feature, you'll find it an important asset to your theatre publication. We'd like to hear from those who believe it has merit and who will be using it.

Harold Grott, manager of the Met Theatre, Baltimore, always manages to make his programs alive and refreshing every week. Sometimes he changes the shapes; once they open like a book; another time they open like a tablet; another time, as in the case of "We Are Not Alone," which was adapted from the James Hilton novel, they take on the actual shape of a book. Often they're in different colors, too; one week the ink is green; the next, it's blue; the next, it's black, etc. Patrons should never tire of programs like these.

One of the new members of the STR Program Exchange is David Magleora of the Rialto Theatre, Windsor Locks, Conn. His "movie guide" program is neat and attractive. On the back page of the copy in our possession, Magleora lists the ten best pictures of 1939, and then comments on the fact that "all of these great productions graced our screen during the past year. No other theatre in this community can make a greater claim. And as a prophecy these great productions coming soon to the Rialto screen will be high on the list of the best 10 for 1940—'Little Old New York,' 'The Fighting 69th,' 'The Light That Failed,' 'Pinocchio' and 'Brother Rat and a Baby'."

Nor did Magleora forget National Boy Scout Week, for on the same page he dedicated "our programs this week to the army of peace, love and service—the Boy Scouts of America. This is National Boy Scout Week. See the big display of Scouting and Scout Craft in our lobby. Do your share for America's youth."

Special Valentine Party

As for St. Valentine's Day, he announced "a big special Valentine Party." From the looks of his program, Magleora keeps his Rialto right at the top in public favor. Although we had never heard of the man before, we can tell just from studying his program that he's a livewire showman. We hope, now that he's a member of the Exchange, he won't keep his activities a secret any more.

And there's another new member we'd like to introduce, too. He's Guido Trusty, and if you've ever visited the Palace Theatre at Greenfield, Tennessee, you've probably seen him around there some place. While his program might be lacking in artistic merit, it gives all the data one needs to know about the pictures to be shown at the Palace. Guido also issues a supplementary handbill, consisting of small advertising slug mats. There's a warning on the handbill to "read program carefully, five free admissions each week." And sure enough, if the patron follows this warning, he may see his name buried in the copy pertaining to the added short subjects with each attraction.

A jumbo handbill announces the weekly attractions at the Rose and Wallace theatres in Levelland, Texas. It's in addition to The Reminder, that newsy little mimeographed paper that comes out each week, and the monthly calendar. If anyone in Levelland doesn't know what's showing at the Rose or Wallace, it's not the manager's fault. Here are a couple of "Cheerful Chirps" from this week's issue of The Reminder: "Is Joe E. Brown a man or a mouth?" and "One way for a man to get hair on his chest is to let his girl friend rest her head there."

Thanks to Sid Poppay for his program, which had an impressive front-page ad on "The Hunchback of Notre Dame." And thanks to Tom Pringle, too, who keeps us supplied with Safety Slogans that exhibitors would be wise to pick up. This week he tied the slogan in with the picture, "Only Angels Have Wings," and this was the result: "Pick out nice juicy highway curves, then speed around them — but remember — 'Only Angels Have Wings'."

Well, we'll be seeing you again next week.

Members Added This Week

Guido Trusty, Palace Theatre, Greenfield, Tenn.
David Magleora, Rialto, Windsor Locks, Conn.



Something Special Each Week

Taking his cue "from ideas found in your column," Thomas di Lorenzo, manager of the New Paltz Theatre, New Paltz, N. Y., makes each week something special on his program cover. For instance, "The Week of Stars" was the keynote for the above front page. We'll reproduce another "special" next week.

Tieup with Schools for "Hunchback of Notre Dame"

For the opening of "The Hunchback of Notre Dame," the Grand Theatre, Topeka, Kansas, arranged an intensive promotion campaign featuring a tieup with all public and high schools and with Washburn College. Twenty-seven schools featured announcements, insert cards and special "reader" material.

In addition, the *Journal* and *Capitol* carried feature stories and art layouts. Eight 24-sheets were spotted in prominent downtown locations.

—Your Application Blank— Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....

Money Dates

MARCH

17th

PALM SUNDAY. This marks the end of the Lent and the beginning of Holy Week. You'll have to use all your ingenuity to get business for the next week. See page 8 of the issue of January 27 for suggestions.

ST. PATRICK'S DAY. There are a number of subjects with Irish backgrounds which would be decidedly appropriate for this occasion. Dress the lobby and front all in green, wear a green necktie yourself and suggest the same for all employees. Tie up with the local chapter of the Ancient Order of Hibernians.

20th

SPRING BEGINS TODAY. Change the decorations in your lobby to fit the theme of the season. Stage a Spring fashion show in cooperation with local merchants. If you have a picture with a romantic angle tie it up to the slogan, "In the Spring a young man's fancy . . ."

21st

BACH, FAMOUS COMPOSER, born 1685. An organlogue of Bach's works would be an appropriate observance of the anniversary of the master's birth.

22nd

GOOD FRIDAY. See under March 17 above.

Selling the Picture

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Babes In Arms	Oct. 14
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
Fighting 69th	Jan. 27
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
My Little Chickadee	This Issue
Ninotchka	Nov. 4
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
U-Boat 29	Oct. 7
Vigil in the Night	This Issue

Tridell Has Varied Campaign To Plug "Hunchback" in London

Manager Bill Tridell, of the Capitol Theatre, London, Ontario, arranged a varied campaign in bringing to the attention of his city the opening of RKO-Radio's "The Hunchback of Notre Dame."

The campaign included tie-ins with Smallman and Ingram, London's leading department store and local bookshops; 24 sheet billboards in prominent downtown locations; radio announcements and a "coming soon" reader and 2 column pictorial mat in the *Free-Press*.

Comedy Enlistment Posters

Marty Goldenberg of Warners in Philadelphia, worked a clever stunt when "Pack Up Your Troubles" played at his theatre. Marty gagged the Ritz Brothers film with comedy enlistment posters, each of them being a take-off on the Army-Navy-Marine posters, working in appropriate copy.

Gold Bricks Pay Dividends

Marlowe Connor, manager of the Avalon in Chicago, proved for once that gold bricks pay dividends. A stack of yellow bricks, made by the stage hands, were dropped on the opening day of "The Wizard of Oz" at various intersections. A note attached to the underside told the lucky finder that if he followed the "Yellow Brick Road" he would receive a free guest ticket. Connor got newspaper breaks on this stunt, and used the bricks as lobby display a week in advance of opening.

Model Sub-Chaser in Lobby

A model sub-chaser, five feet in length and mounted in an enclosed glass case was used as a display on "Thunder Afloat" by Manager Richard Barry of the Capitol Theatre, Chicago. Fifty Sea Scouts in uniform also paraded to the theatre on opening day carrying banners with appropriate copy.

"Pinocchio" Campaign Covers Every Angle

Publicity Mediums of Every Type Used; Art and Stories In 63 Different Magazines

Practically every medium of publicity was covered in the advance campaign in the metropolitan district, and in the overlapping national campaign, which included articles and pictures in 63 magazines and "Pinocchio" counter and window displays in several million stores advertising merchandise tied in with the picture, for Walt Disney's latest feature-length cartoon, "Pinocchio," which had its world premiere recently at the Center Theatre in Radio City. All of the angles used were based on national tieups available to every theatre.

The *New York Times* and *Herald-Tribune* carried a full page of roto pictures.

The elaborate New York City press coverage was augmented with material in 50 daily newspapers in Westchester, New Jersey and the Long Island areas, and in foreign language publications. On the opening day 20 newspapers of the Macy chain in Westchester gave a full page to "Pinocchio" and a four-page pictorial section was used by several Long Island publications.

Elaborate Press Coverage

Metropolitan newspapers in addition to movie critics were represented by photographers, society, music, book and feature writers.

Art shows in three prominent New York galleries were arranged, including a special exhibit of three Walt Disney originals at the Brooklyn Museum. A "Pinocchio" ice skating carnival was staged at the Rockefeller Plaza Pond. A comprehensive display showing a Disney film in the various steps of production is on view at the New York Museum of Science and Industry in Radio City.

Two groups of one hundred boys in "Pinocchio" characterizations comprised two of the ballyhoos. They gathered in various sections of the City and carried a giant sign with billing and direction arrows pointing to the theatre. Still another ballyhoo consisted of paraders walking atop low buildings on Sixth Avenue. Through the Sixth Avenue Association arrangements were made to fly flags welcoming "Pinocchio," and many merchants carried directional window stickers pointing to the Center Theatre.

Five Story Painting

A "paint spectacular" at 49th Street and Broadway consisted of what is said to be the largest head ever painted, that of "Pinocchio." It is five stories high and carries direction arrows pointing to the Center, and tremendous lettering devoted to billing.

Two hundred original paintings from "Pinocchio" are being displayed inside the Center in the lower lounge on 180 square yards of rich black velour. This exhibit is valued in excess of $12,000. The display is protected by a velvet rope extending for 30 yards and guarded by two special policemen. Also inside the theatre are four display cases carrying jewelry displays by Cartier and silks by Stehli.

Advertisers whose newspaper copy hooked in with the engagement include art dealers Julien Levy, Arthur Harlow, the Kennedy Galleries, and Stehli & Co., Arnold Constable, Sheffield Farms, RCA Victor and Random House.

Nine hundred store windows were given over to displays, among those co-operating in the showing being F. A. O. Schwarz, Cartiers, Parker-Battersby, Arnold Constable; the Tailored Woman, I. Miller, Gimbel's, Stern's and Macy's. The Museum of Science and Industry in the RCA Building carried mechanical displays in two windows.

The Center Theatre front is done completely in color and three spectacular Neon signs carrying the producer's name and title have been placed at different places on the marquee. A metal three-and-one-half story "Pinocchio" head is on the Sixth Avenue side of the theatre with full Neon tubing around the outer edge of the medallion, all flooded by spotlights.

1,200 Tack Cards

Twelve hundred tack cards were used in the vicinity of the theatre, the Bronx, Long Island City, Brooklyn and areas immediately adjacent to the ferry landings in Staten Island and New Jersey.

Radio song plugs for "Pinocchio" have been scored on many programs and ten other leading programs have devoted time to other phases of the Disney production. RCA Victor on its daily program over WEAF is devoting announcements to the Center engagement.

Included in the promotion for the Center run was a tieup with the General Electric Co., in which the New York G.E. distributor serviced window cards announcing the premiere to all stores in the metropolitan area selling their electrical appliances. Many stores featured "Pinocchio" displays, and through a Sheffield Farms tieup, 800,000 "Pinocchio" bottle collars were distributed along with one and a half million leaflets.

500 Paint Displays

The Dupont de Nemours featured some 500 displays through a tieup with their house paints and varnishes department. Hygrade Sylvania placed 500 displays in stores for advertising their radio tubes.

Book stores displayed the various "Pinocchio" volumes along with credit lines, and Irving Berlin, Inc., through dealers, placed units in 25 music dealer windows within 20 blocks surrounding the Center. R. H. Macy & Company completely furnished a children's nursery room in the furniture department, highlighted by "Pinocchio" furniture, curtains, lamps, wearing apparel and toilet goods.

An allocation of 2,800,000 Cocomalt "Pinocchio" books were supplied to New York dealers. RCA Victor Dealers displayed records and imprinted accessories. An exhibition of stills was arranged for the library at Columbia University.

During the feature-length cartoon's run at the Center, the theatre devoted a series of days named after small cities in New Jersey and New York. Groups of boys in Disney characters paraded, together with a turnout of Legion bands. Newspapers in the respective communities were tied in for the promotion.

The Box Office Slant

(*Continued from page* 11)

The Farmer's Daughter

(Hollywood Preview)

Para. Comedy 60 mins.

(Prod. No. 3927, Nat'l Release, March 30)

Cast: Martha Raye, Charlie Ruggles, Richard Denning, Gertrude Michael, William Frawley, Inez Courtney, William Demarest, Benny Baker, Tom Dugan, William Duncan, Anne Shoemaker, Paul Stanton, Pat West, Jack Norton and others. Credits: Screenplay by Lewis R. Foster, based on a story by Delmar Daves. Director of photography, Leo Tover. Art directors, Hans Dreier and Franz Bachelin. Film editor, Archie Marshek. Directed by James Hogan. Produced by William C. Thomas.

Plot: A wealthy playboy, anxious to break with an actress, finances producer Ruggles' new play, with the understanding that he must keep the show out of New York. He rents a barn on Duncan's farm and starts rehearsals. Martha Raye, the farmer's daughter, falls in love with Denning, the leading man; but Ruggles has to order him to center his attentions on their star, Gertrude Michael, to keep her happy. When she learns that her sweetheart has married a society girl, Gertrude leaves the show just before its opening performance. Martha substitutes, scores a success and is kept in the lead for the tour and the New York run. She marries Denning, also.

Comment: This picture, outside of those in Martha Raye's personal following, is going to prove more or less of a puzzle to most audiences. It is short anyway, and its ending comes like a shot, leaving the impression that more of the story had been cut off. Only two musical numbers are shown, and one of these for little more than one chorus, so that it cannot be classed as a musical show. Charlie Ruggles tries valiantly to make the most of his comedy lines, and in smaller roles, Tom Dugan and Benny Baker stand out. Stage a "farmer's daughter" singing contest to find the girl able to offer a selected song most nearly like Martha Raye, either with a radio station or as a newspaper tieup. Tie up with a country weekly through a classified ad page campaign to arouse interest. **(FAMILY)**

Catchline: "A country girl who made a side road of Broadway."

AUDIENCE SLANT: MARTHA RAYE'S FANS WILL LOVE IT. THE SHORT RUNNING TIME AND ABRUPT ENDING OF THE STORY MAY SPOIL IT FOR SOME.

BOX OFFICE SLANT: THE CAST NAMES ARE GOOD BUT THE PICTURE'S BEST SPOT WILL BE AS SUPPORT FOR A DRAMATIC FEATURE.

Trusty Distributes Crykerchiefs to Local Women Plugging "Old Maid"

A lavender tissue crykerchief was distributed to each feminine citizen in Greenfield, Tennessee by Manager Guido Trusty of the Palace Theatre as a plug for his engagement of "The Old Maid."

Trusty's message read: "Be sure to bring this back with you when you come to see Bette Davis in 'The Old Maid,' starting next Tuesday. We promise you that you will need it to dry your eyes, because the millions who applauded her in 'Dark Victory' say that this, above all, is Bette's best."

Ticket Service!
Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 608, 723 7th Ave., N. Y. C. Bryant 9-7532

The Studio Check-Up

[This Week: In Production—41; Being Edited—72
Last Week: In Production—36; Being Edited—74]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

BLAZING SIX SHOOTERS*
FIVE LITTLE PEPPERS AT HOME*
TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
BLONDIE ON A BUDGET*
TOO MANY HUSBANDS*
ESCAPE FROM THE BIG HOUSE*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

IN PRODUCTION

DOCTOR TAKES A WIFE—Loretta Young, Ray Milland. Director, Alexander Hall.

MAN WHO WOULD NOT DIE—Boris Karloff. Director, Nick Grinde.

METRO-GOLDWYN-MAYER

BEING EDITED

STRANGE CARGO*
MAN FROM DAKOTA*
FLORIAN*
NEW MOON*
GHOST COMES HOME*

IN PRODUCTION

FORTY LITTLE MOTHERS*
EDISON THE MAN*
DR. KILDARE'S GIRL*
TWO GIRLS ON BROADWAY*
WATERLOO BRIDGE—Vivien Leigh, Robert Taylor, Virginia Fields. Director, Mervyn LeRoy.

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Mary Boland. Director, Robert Z. Leonard.

MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

MONOGRAM

BEING EDITED

RHYTHM OF THE RIO GRANDE*
CHEYENNE KID*

IN PRODUCTION

MIDNIGHT LIMITED—John King, Marjorie Reynolds. Director, Howard Bretherton.

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

SEVENTEEN*
DR. CYCLOPS (Tech.)*
UNTAMED (Tech.)*
WOMEN WITHOUT NAMES*
TYPHOON (Tech.)*
SHOWDOWN*
OPENED BY MISTAKE*
LIGHT OF WESTERN STARS*
ROAD TO SINGAPORE*
BISCUIT EATER*
AT GOOD OLD SIWASH*
HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*
GOLDEN GLOVES*

PARAMOUNT (Cont.)

WAR ALONG THE STAGE TRAIL*
BUCK BENNY RIDES AGAIN*
WOMAN FROM HELL*
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff. Director, Preston Sturges.

IN PRODUCTION

DESTINY*
GHOST BREAKERS—Bob Hope, Paulette Goddard. Director, George Marshall.

RKO-RADIO

BEING EDITED

BULLET CODE*
MILLIONAIRE PLAYBOY*
LITTLE ORVIE*
PRIMROSE PATH*
IRENE*
BILL OF DIVORCEMENT*
AND SO GOODBYE*
ISLE OF DESTINY*
MY FAVORITE WIFE*
THE RAMPARTS WE WATCH—March of Time Feature.

COURAGEOUS DR. CHRISTIAN—Jean Hersholt, Dorothy Lovett. Director, Bernard Vorhaus.

IN PRODUCTION

CURTAIN CALL—Barbara Read, John Archer. Director, Frank Woodruff.

ROMANTIC MR. HINKLIN—Lucille Ball, James Ellison. Director, Ray McCarey.

SAINT TAKES OVER—George Sanders, Wendy Barrie. Director, Jack Hively.

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

REPUBLIC

BEING EDITED

PIONEERS OF THE WEST*

IN PRODUCTION

DARK COMMAND*
FORGOTTEN GIRLS*
RANCHO GRANDE—Gene Autry, Smiley Burnette. Director, Frank McDonald.

GHOST VALLEY RAIDERS—Donald Barry, Lona André. Producer-Director, George Sherman.

20th CENTURY-FOX

BEING EDITED

SHOOTING HIGH*
DANCE WITH THE DEVIL*
I WAS AN ADVENTURESS*
VIVA CISCO KID*

IN PRODUCTION

STAR DUST*
LILLIAN RUSSELL—Alice Faye, Don Ameche, Henry Fonda, Edward Arnold. Director, Irving Cummings.

EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

SAILOR'S LADY—Nancy Kelly, Jon Hall, Joan Davis. Director, Allan Dwan.

CHARLIE CHAN'S CRUISE—Sidney Toler, Marjorie Weaver. Director, Eugene Forde.

ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

UNITED ARTISTS

BEING EDITED

REBECCA (Selznick)*
CRACKPOTS (Roach)*
HOUSE ACROSS THE BAY (Wanger)*
1,000,000 B. C. (Roach)*
MY SON, MY SON (Small)*
THE WESTERNER (Goldwyn)*

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

OUR TOWN—Frank Craven, Fay Bainter, Thomas Mitchell. Director, Sam Wood. Producer, Sol Lesser.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
DOUBLE ALIBI*
BLACK FRIDAY*
ENEMY AGENT*
HOUSE OF THE SEVEN GABLES*
ZANZIBAR*

IN PRODUCTION

IT'S A DATE*
ALIAS THE DEACON*
MA! HE'S MAKING EYES AT ME—Tom Brown, Constance Moore. Director, Harold Schuster.

SANDY IS A LADY—Baby Sandy, Mischa Auer, Nan Grey. Director, Charles Lamont.

IF I HAD MY WAY—Bing Crosby, Gloria Jean. Producer-Director, David Butler.

LA CONGA NIGHTS—Hugh Herbert. Director, Lew Landers.

WARNER BROTHERS

BEING EDITED

TEAR GAS SQUAD*
GAMBLING ON THE HIGH SEAS*
MURDER IN THE AIR*
KING OF THE LUMBERJACKS*
FUGITIVE FROM JUSTICE*
VIRGINIA CITY (Tech.)*
IT ALL CAME TRUE*
THREE CHEERS FOR THE IRISH*
SATURDAY'S CHILDREN*

IN PRODUCTION

TILL WE MEET AGAIN*
SEA HAWK—Errol Flynn, Brenda Marshall, Donald Crisp. Director, Michael Curtiz.

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer. Director, Anatole Litvak.

TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan. Director, William Keighley.

AN ANGEL FROM TEXAS—Eddie Albert, Jane Wyman, Ronald Reagan. Director, Ray Enright.



VIGIL IN THE NIGHT



SAID to be the drama "of a woman's most dramatic profession," "Vigil in the Night" has the elements that lure women and their husbands and sweethearts to the nation's box offices. That it was adapted from the novel by A. J. Cronin, whose "Citadel" was so warmly received as a screenplay, is much in its favor. That it stars Carole Lombard, Brian Aherne and Anne Shirley is much in your marquee's favor. And the fact that it "goes behind the starched primness of the women in white and searches their profession with intense realism" is enough to whet the entertainment appetite of every woman in town.

Those are box office factors. Concentrating on them in your campaign should be the means by which more than ordinary interest can be aroused. Everyone knows that once you've attracted the women, they'll bring along the men. Therefore, in selling "Vigil in the Night," it is most important that most of your moves be made with the feminine portion of the community's population in mind.

Exploit Its Dramatic Punch

This is the sort of picture on which your exploitation should be dignified, yet at the same time effective. By dignified, we don't mean to infer that it should be "straight-laced," so to speak. But on the other hand, neither do we believe that any stunts should be used which might tend to give a wrong impression of the film. You must keep in mind that "Vigil in the Night" is a film with a strong dramatic punch, and that anything that might tend to lessen this punch or to make the picture appear as only "another hospital story" would certainly be amiss.

All local nurses will, of course, wish to see the picture. And it will be up to you to make sure they do. Obtain a mailing list, and send personal letters to each one. In this connection, RKO-Radio, in its efforts to stimulate business at the box office of every theatre playing its pictures, has written letters regarding "Vigil in the Night" to the Superintendents of Nurses in 6,289 hospitals throughout the United States and to the executive officers of 292 Nurses' Associations.

The letter advises the Superintendent to "inquire at your local theatre . . . as to when 'Vigil in the Night' will be presented." The wise exhibitor will not wait for inquiries; he will get in touch with local nurses just as soon as his playdate is set, either by letter as already suggested, or by visiting the Superintendent in person and making arrangements for the full cooperation of the women in white.

Vote for Most Popular Nurse

A contest, sponsored by the newspaper, could be held to determine the town's most popular nurse. Citizens should cast votes for their favorites, and merchants might be brought into the proceedings as donors of gifts for the lucky nurse. Either for an advance screening or as a stunt for one of your regular performances, you could tie up with a nurses' school or with a nurse placement bureau for costumed nurses to march to your theatre. Heralds, or perhaps your letters to the Superintendents, should be posted on bulletin boards in the nurses' dormitories of all hospitals.

For distribution in or out of the theatre, obtain a quantity of large capsules and place in each a strip of paper so folded that the word "dope" appears through the gelatin. When opened up, copy on the paper reveals that "here's the dope . . . 'Vigil in the Night' is the most absorbing love drama of the year."

Its Cast and Dramatic Punch are Exploitable

An SIB Showmanalysis (REG. U. S. PAT. OFF.)

In the window of a jewelry shop (and again we are referring to the "nurse" angle), there could be a display consisting of a clock, with the name of student or regular hospital nurse indicated at each minute. Set to run a certain number of days, the clock would, after having run down, stop, with its minute hand pointing to the winner of a watch or some other gift donated by the jeweler. Your tie-up copy could warn the reader to "keep a vigil at this window . . . even a 'Vigil in the Night' . . . for this clock might stop any minute and some lucky nurse will receive a (kind of gift)." A plug for your playdate and stills of dramatic highlights should be a part of the display.

Heralds should be distributed to doctors' offices by girls attired as nurses. Blotters might be used instead of heralds, the tie-in copy stating that "this blotter isn't nearly as absorbing as 'Vigil in the Night,' a fiery new love drama that reveals the intimate secrets of the nursing profession."

Two stunts of equal importance are suggested in the press book, and we pass them along to you with an urge that you make them a part of your campaign. One of these is a "prettiest limbs contest" in which real nurses or girls dressed as nurses appear on your stage to be judged for the prettiest limbs. Curiosity is added to the stunt by virtue of the fact that each girl wears a gauze mask. The newspaper's staff photographer should be present to take pictures of the contestants and of the winner. The other suggests you get a volunteer to sit in a chair in the lobby beside a table on which there is a lamp, a clock, a pitcher of water and a glass tumbler. A sign in front of the table bears this copy: "I am keeping a vigil in the night to be the first to see Carole Lombard, Brian Aherne and Anne Shirley in 'Vigil in the Night'."

Varying this same idea somewhat, perhaps you could get a few volunteers (provided you make an offer attractive enough) to bring pillows, box lunches and perhaps folding chairs to your theatre on the evening preceding the opening day and parking for a long time in front. Copy could be practically the same as that used in the preceding lobby stunt.

Something that would be sure to attract attention is a "Magic Squares" card. Take any one of the ad catchlines, together with the billing and your playdate, and arrange the message into numbers; that is, each letter would correspond to its numbered position in the alphabet. With one letter to a square, the card would resemble a cross-word puzzle, with the exception that to read the message one would have only to figure which letter each number stands for by knowing the alphabet and being able to count to at least 26. A line at the bottom of the card could contain copy offering guest tickets to the first certain number of people who bring a correct translation of the message to your theatre before a deadline set by you.

Arouse feminine interest through provocative essay contests, utilizing such questions as "Should a trained nurse fall in love?"—"Should a girl sacrifice her welfare to protect an erring sister?" etc. Certain dramatic stills might be selected from the set available at your nearest RKO-Radio exchange and used in a contest whereby the reader is asked "What would you do in this situation?" Or "balloons" might be made on the pictures by artists before they are made into engravings for the purpose of giving the reader an opportunity to fill in the "balloons" with what he or she thinks the character would say in that particular situation.

Your house staff could be attired as nurses and internes during the picture's engagement. Furthermore, letters should be sent to doctors in advance advising them to fill out a calling card and return it to you so that, should they be called for an emergency case while viewing "Vigil in the Night," you can easily get in touch with them.

From the exchange you can take your choice of several attractive poses of Carole Lombard. These stills, with mention of your playdate, will gain window spots that other forms of advertising might never reach.

To us, the 24-sheet looks like a beauty. As a matter of fact, all the accessories are seat-selling. Use them wherever you can. Your artist can take that 24-sheet or even the 6-sheet, and create from each one a display that, be it in a window, atop your marquee or on the sidewalk in front of the theatre, will have citizens reaching into their purses or pockets to get the price of admission to see this film.



Talk about punch, here's an ad that even a blind man would have difficulty in passing up. Besides the appealing pose of Miss Lombard, there is copy that literally dares the reader to pass on to something else without reading it. All the ads, down to the smallest layout, have the elements that sell.

Screenplay by Fred Guiol, P. J. Wolfson, Rowland Leigh. Produced and directed by George Stevens. Pandro S. Berman, In Charge of Production.

The Short Subject

IN THE

SHORT SHOPS

Paramount

George Olsen, popular orchestra leader now appearing nightly at the Biltmore Hotel, New York, has been signed to appear in a forthcoming Headliner short subject. Olsen and his orchestra of thirty-five, will start production soon at the Eastern Service Studio in Long Island under the direction of Leslie Roush.

World Pictures

Twelve featurettes will be released during the next six months as a result of the favorable reaction to the featurettes "Ski Chase" and "The City." It is the purpose of these featurettes to break down the double bill necessity since they can be shown on a single feature program.

MGM

That demon "swing," which first took over the dance bands of America, then spread over stage plays, radio, and motion pictures, has conquered a new field—animated cartoons. As the next Technicolor cartoon, Rudolf Ising has chosen a subject that will set alligators and jitterbugs jiving down the aisles. The one-reeler, "Swing Social," will have a complete swing score.

Vitaphone

David Bruce has been assigned a part in "The Singin' Dude," Technicolor short which started work last week with a cast topped by Dennis Morgan, Lucile Fairbanks and Fuzzy Knight.

RKO-Pathe

A forthcoming release in Pathe's Sportscope series is a reel on baseball, featuring the tactics and technique of outstanding players for the National League. Individual and team play will be shown by such diamond experts as Gabby Hartnett, Dizzy Dean, Joe Moore, Merrill May, Joe Medwick, Arky Vaughan and Paul Derringer. Tentatively titled "Pennant Chasers," the film is currently being edited.

Huge War Map in Lobby Sells Paramount News in Texas Town

As a selling plug for Paramount News No. 6, which beat other newsreels by four days with pictures of the war, Artist Frisco Gutierrez of an Interstate theatre in El Paso, Texas, designed and executed a gigantic map of the European War. The map is circular, eight feet in circumference and each nation represented by colors, while the armies are represented by vari-colored pins with the positions changed daily as the armies change.

So much attention has it attracted that it still remains in the lobby, always a strong selling angle for Paramount News. Deserving of congratulations are El Paso's astute Interstate showmen John Paxton, C. L. Glenn and Artist Gutierrez.

Robbins Plugs "Monroe Doctrine"

Manager Ray Robbins of Warners' Karlton Theatre, Philadelphia, knew he had a timely short in "The Monroe Doctrine," so he lost no time in getting his message before students at Temple University and the University of Pennsylvania. Furthermore, he placed an attractive 40x60 in full view of transients on Chestnut street and included the billing on his marquee.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 17)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.
CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. 2-10-40.
CRITERION—Raiders Over England (Mono.)
PARAMOUNT—Way Back When a Triangle Had Its Points (Para.); Human Fish (Para.); William Tell (Para.) rev. 12-16-39.
RADIO CITY MUSIC HALL—Vatican of Pius XII (RKO-M of T) rev. this issue.
RIALTO—Siege (RKO-Pathe) rev. 2-10-40; Think First (MGM) rev. 10-7-39.
RIVOLI—Aquapoise (RKO-Pathe) rev. 2-10-40.
STRAND—New Horizons (Vita.) rev. 12-30-39; Sniffles and the Bookworm (Vita.); Organ Novelty (Vita.) rev. 11-11-39.

CHICAGO LOOP

(Week Ending February 17)

APOLLO—Jimmy Dorsey & Orchestra (Para.); Mighty Hunters (Vita.) rev. this issue.
CHICAGO—Louis - Godoy Fight Pictures (Capitol).
GARRICK—Where Turf Meets Surf (MGM) rev. 2-3-40; Popular Science No. 3 (Para.) rev. 1-27-40; Harvest Time (20th-Fox).
ROOSEVELT—New Horizons (Vita.) rev. 12-30-39; Little Lambkin (Para.).
UNITED ARTISTS—Bowling Skill (Para.) rev. 2-3-40; Old Natchez (MGM) rev. 2-3-40; Donald's Cousin Gus (RKO-Disney) rev. 5-20-39.

Mails 12,000 Postal Cards to Publicize Special News Release

In publicizing the Paramount Newsreel's special release, "Year of Dark Contrasts," Stewart Martin, manager of the Embassy Theatre in New York City mailed 12,000 special imprinted postal cards throughout the Metropolitan area.

George Washington's vision of the economical and political problems which have produced chaotic conditions throughout the world today and his warning to the people of the United States to safeguard the freedom and liberties of their democratic government is the text of the annual film review of the news of 1939 compiled by Paramount News.

McFadden Gets Extra Publicity On Cartoon and Patrons Like It

Fred McFadden, Interstate's Dallas showman (one of the many) reports that he got a tremendous amount of free art and publicity on the MGM cartoon, "Peace on Earth." There was a feature story in the *Times-Herald*, a three column layout of pictures in the *Journal* and special stories and art in the *News*. McFadden reports that the cartoon got excellent reaction from his patrons. "In fact," he said, "they liked it better than any other cartoon of 1939."

Brown Puts Standees in Stores To Sell "Information Please"

Marvin Brown, down in Brownsville, Tex., which nestles right up against the Mexican border, found that it paid to tie up "Information Please" shorts with the sponsor of the radio program of the same name—Canada Dry. Brown put snipes on all Canada Dry stands and also installed standees in drug stores and grocery stores to plug the subject. He reports that as many people turned out to see the short subject as the feature.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 17)

PARAMOUNT (No. 49)—U. S. tank maneuvers; Taxpayers storm Albany; San Francisco Chinese relief party; Mrs. Roosevelt before Congressional hearing; Outdoor wedding in Holland; New York dog show; New York Lincoln Day dinner; Vandenberg attacks New Deal; Florida yacht race; Iron Mountain ski jump.

NEWS OF THE DAY (Vol. 11, No. 244)—Swedish navy keeps in trim; Britons dismantle German mines; French anti-aircraft guns in action; Port Huron premiere of "Young Tom Edison"; U. S. tank maneuvers; Fur fashions; New York dog show; Di Maggio demonstrates cheese rolling.

MOVIETONE (Vol. 23, No. 46)—Swedish navy keeps in trim; New Zealand armies on way to war; War at sea; Britons dismantle German mines; French anti-aircraft guns in action; U. S. tank maneuvers; San Francisco Chinese relief party; Pennsylvania aviators honored; Fur fashions; New York dog show; Iron Mountain ski jump; Di Maggio demonstrates cheese rolling; Bathing in icy waters; Florida yacht regatta.

PATHE (Vol. 11, No. 61)—Mrs. Roosevelt testifies before Congressional hearing; French anti-aircraft guns in action; Farley dedicates New Salem, Ill., post office; Dartmouth winter carnival; Finnish envoy thanks U. S.; U. S. tank maneuvers.

UNIVERSAL (Vol. 12, No. 850)—French anti-aircraft guns in action; German mines washed ashore in England; New York Lincoln Day dinner; Farley dedicates New Salem, Ill., post office; Glass car at Miami Beach; New York dog show; Florida yacht regatta; Di Maggio demonstrates cheese rolling; U. S. tank maneuvers.

(Released Wednesday, February 14)

PARAMOUNT (No. 48)—Albany, Ga., tornado kills 17; American volunteers take up ski patrol duties in Finland; Russian captives at Suomussalmi Front; Finnish rural districts bombed; Dewey on speaking tour; Employes of deceased paint manufacturer learn they are heirs; Man to pilot boat 9,000 miles to Uruguay; Roosevelt denounces Soviets; Joe Louis defeats Arturo Godoy; Ex-champ Primo Carnera introduces son and heir; Basketball, N.Y.U. vs. Notre Dame.

MOVIETONE (Vol. 22, No. 45) — Roosevelt denounces Soviets; Albany, Ga., tornado kills 17; British mine-layers plant deadly mines; Egyptian troops in artillery maneuvers; Helsinki burns again after another Russian air raid; American Road Builders' show at Chicago; Paderewski elected President of Assembly in exiled Polish government; King Carol and Prince Michael of Rumania tour military frontiers; Kay Stammers weds Lieut. Menzies; Carnera bathes son; Basketball, N.Y.U. vs. Notre Dame; Joe Louis defeats Arturo Godoy; Thomas Lipton regatta off Florida coast.

NEWS OF THE DAY (Vol. 11, No. 243)—Roosevelt denounces Soviets; War scenes from Finland; Paderewski heads Poland in exile; Albany, Ga., tornado kills 17; Kay Stammers weds Lieut. Menzies; Carnera exhibits bambino; Thomas Lipton regatta off Florida coast; Joe Louis defeats Arturo Godoy; Seabiscuit stages comeback.

PATHE (Vol. 11, No. 60)—Youth group hears Roosevelt and Lewis; Albany, Ga., tornado kills 17; New York and Hollywood premieres of "Pinnochio"; Thomas Lipton regatta off Florida coast; Paderewski heads Poland in exile; Basketball, N.Y.U. vs. Notre Dame.

UNIVERSAL (Vol. 12, No. 849)—Finns repel Russian attacks; Pamphlet planes "raid" Austria; British patrol planes active; Mannerheim's daughter thanks nations for help; Roosevelt denounces Soviets; Louis and Godoy get together; 17 dead in Georgia tornado; Carnera exhibits bambino; Sailing yachts in Cup classic; Seabiscuit beaten on Coast; Basketball, N.Y.U. vs. Notre Dame.

Short Subject Reviews

VATICAN OF PIUS XII

Prod. No. 3107 *Box Office*

RKO-Radio March of Time No. 7 18 mins.

Comment: This latest March of Time, showing the inside and the workings of the Holy City is most unusual; it penetrates the subject deeply. Because of the intense interest of millions of Catholics in the country and a hardly less lively curiosity on the part of those of other faiths in the Vatican and the Pope, it should draw well at the box office. The picture treats the Vatican with the proper reverence and dignity, yet gives an impression that it is quite revealing. It is up to date, showing Myron Taylor's appointment as President Roosevelt's envoy.

Exploitation: Every Catholic priest in town as well as all other ecclesiastics should be notified of your showing. Letters can be sent to the Knights of Columbus membership, Catholic Daughters of America and similar organizations, urging attendance at the theatre when this subject is playing.

MECHANIX ILLUSTRATED No. 3

Prod. No. 5405 *Interesting*

WB Color Parade No. 5 10 mins.

Comment: A good number. Four subjects are shown—a chemical substance which resembles silk and can be manufactured as wearing apparel substitute for silk; a demonstration of "cold light" obtained by chemical process; salmon fishing and canning in Alaska, and the method used to animate electric sign figures.

Exploitation: The silk process material is demonstrated as a coiffure dressing on a model, so you might make a beauty shop tieup for display on that item of the subject.

MIGHTY HUNTERS

Prod. No. 5311 *(Tech.)* *Pleasing*

WB Merrie Melody No. 11 7 mins.

Comment: Here is something the majority will find cute and a reel that should have some box office value, since the cartoon is based on the Canyon Kiddies subjects which appear in *Good Housekeeping* magazine. Particular beauty is achieved in the Technicolor photography, the backgrounds by James Swinnerton, creator of the Canyon Kiddies, being painted in oils instead of water color generally used for this work. There is a depth and luminous quality to the scenes which makes them notable, and the adventures of the babies who play the wild and woolly Indians are fetchingly amusing.

Exploitation: Play up the line "the Canyon Kiddies come to life." Newsstand tieups should be sought and a drawing or cartoon contest in tieup with your newspaper or for lobby display should be used. Possibly the drawing class in the local school will be the best point of contact for this latter idea.

BULLETS AND BALLADS

Prod. No. 4226 *Good*

Univ. Musical No. 6 18 mins.

Comment: Armida is the star and does a song and dance number in the good old Spanish custom. A chorus group, doing some precision dancing, Marilyn Kay, six-year-old tap dancing prodigy, a vocal octette called the Texas Rangers, Ken Stevens, singer, and comedy dancers Joe and Lou Caits round out a number that will do nicely for the average program headed by a drama.

Exploitation: Feature Armida as stage star and vaudeville headliner.

DRUMS OF FU MANCHU

Rep. Serial *15 Chaps.* *Swell*

First Chap., 30 mins.; Others, 20 mins.

Comment: In the vernacular of the youngsters, this is a swell serial. The first chapter starts off with a bang, with the diabolical Fu Manchu stopping at nothing in his determination to be master of Asia. There are thrills and excitement aplenty; goodness only knows what the other fourteen chapters hold. William Witney and John English, the directors, keep things moving swiftly. Hiram S. Brown, Jr. was associate producer.

Exploitation: Get out heralds to all children by having your distribution take place at the schools at lunch or dismissal periods. Two-for-one tickets might be issued as inducements for the public to attend the first chapter.

GYPSY SONGS

Prod. No. 1655 *Very Good*

Col. Community Sing No. 5 10 mins.

Comment: Donald Grayson and a troupe of Balalaika singers lustily vocalize several old gypsy songs, including "Two Guitars," "The Gay Merchant," "Dark Eyes," "Volga Boatman" and "Abdul A-Bul-Bul Amir." The audience is invited to join in, and willing enough should they be to do so, for these are the songs of which many have heard the music, but never sang the words. The subject was produced by Hugh McCollum and directed by Del Lord.

Exploitation: Tie up with music shops on the numbers featured. Perhaps copies of the sheet music could be placed on sale in the lobby for those who wish to buy them. Likewise, recordings of the songs might also be made available.

INFORMATION PLEASE NO. 6

Prod. No. 4206 *Very Good*

RKO-Pathe Information Please 10 mins.

Comment: Guest expert Gene Tunney aids Kieran, Adams and Levant in answering some perplexing questions. Tunney, as might be expected, is well versed in answers dealing with the prize ring. Adams answers several questions by quoting stanzas of famous poems. Your patrons will chuckle at the witty remarks of the experts. Frederic Ullman, Jr., produced and Frank R. Donovan supervised.

Exploitation: Contact your Canada Dry dealers for tieups. Try to get an announcement on the air either preceding or following the "Information Please" broadcast. The newspaper might conduct a quiz concerning fistic highlights in the career of Gene Tunney.

NOTHING BUT PLEASURE

Prod. No. 1428 *Amusing*

Col. All Star No. 8 18 mins.

Comment: In his usual inimitable style, Buster Keaton will keep audiences in a laughing mood with his antics in this comedy. The deadpan comedian takes his wife on a pleasure trip, tries to show her how they can save money, succeeds in exhausting the financial reserve. One of the comedy's highlights is Buster's effort to return to her own bungalow a drunken woman who has wandered into his own when his wife is out. Jules White produced and directed.

Exploitation: Notify the Keaton fans of your booking. The title suggests tieups with merchants on merchandise that gives the owner "nothing but pleasure."

TEDDY, THE ROUGH RIDER

Prod. No. 5004 *(Tech.)* *Excellent*

WB Historical Featuret No. 4 19 mins.

Comment: The splendidly and sincerely produced historical shorts hit a new high in this excellent picturization of highlights in the career of Theodore Roosevelt. Compressing many important historical events into a brief span of time, the picture shows the young T. R. as police commissioner in New York, smashing graft and bringing the police force up to the highest standards; as assistant secretary of the Navy under McKinley; his handling of the events following the sinking of the Maine; his organization of the Rough Riders; and his assumption of the Presidency on the death of McKinley. It makes a stirring saga of a most colorful statesman, and the impersonation of T.R. by Sidney Blackmer is outstanding. Fine acting is the rule, and there is excellent direction by Ray Enright of a well written script, which employs the off-screen narrator to bridge the gaps between the memorable highlights of history presented.

Exploitation: This is worthy of a big campaign in advance. Schools, newspapers, local civic leaders and libraries should be tied into the activities to arouse interest in this excellent subject.

VACATION DIARY

Prod. No. 4606 *Exhilarating*

RKO-Pathe Reelism No. 6 10 mins.

Comment: Betty and Pat, two of the thousands of New York stenographers, abandon their typewriters for a cruise to Bermuda. A cameraman goes along to record the high spots of their vacation—a visit at historical sites, dinner near the surf, bicycle rides, a swim with handsome male escorts, moonlight sailing and all the other activities that make a trip to a tropical paradise memorable. The photography is beautiful and the subject exhilarating, especially for those whose only opportunity to "see the world" is from a theatre chair. It suggests a new departure in the production of short reels of the traveltalk type. Louise Rousseau directed under the supervision of Frank R. Donovan and the producership of Frederic Ullman, Jr.

Exploitation: Besides a tieup with travel agencies, the subject also provides you with a chance to get the cooperation of women's shops in promoting attire suitable for wear on a tropical vacation. With a trip to Bermuda as the prize, a contest among young women for the best sketches of vacation ensembles might be conducted via the newspaper.

DOUBLE OR NOTHING

Prod. No. 5107 *Amusing*

WB Broadway Brevity No. 7 20 mins.

Comment: The subject opens in a Hollywood studio with the director spotting in double to take a sock on the jaw for the tenor hero. This leads into scenes in which mimics of Mae West, Joe E. Brown, Zazu Pitts, Charles Laughton, Deanna Durbin, Eddie Cantor, Bing Crosby, Hugh Herbert and Greta Garbo burlesque those stars. Lee Dixon works smoothly as the main comedy feature, and the offering should make a hit with the regular movie fans. Roy Mack directed.

Exploitation: Use gag billing, either for lobby panel or throwaway reading: "see in one picture Greta Garbo, Deanna Durbin, etc. (listing all stars named above) impersonated by their doubles."

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

IDA LUPINO, whose sensational performance as Maisie in "The Light That Failed" was hailed by critics, will play the leading feminine role in Paramount's film version of the celebrated JOSEPH CONRAD story, "Victory." MISS LUPINO is the first player to be assigned.

With JEAN MUIR, LARAINE DAY, ROBERT CUMMINGS and BILLIE BURKE in the leading roles, MGM's "And One Was Beautiful" went before the cameras under the direction of ROBERT SINCLAIR. MISS MUIR returns to the screen after two years on the New York stage to appear in the ALICE DUER MILLER magazine story.

"Anne of Windy Poplars," next solo starring vehicle for ANNE SHIRLEY, has been catalogued in the higher budget class and will be produced by CLIFF REID as one of the major features on RKO's program. JACK HIVELY will direct.

JAMES DUNN was signed by Monogram for the male lead in "Son of the Navy," playing opposite JEAN PARKER, recently signed for the picture. The story is an original radio script in which GINGER ROGERS and ELLIOTT LEWIS appeared on the Silver Theatre program. WILLIAM NIGH directs for Producer GRANT WITHERS.

PHILLIP WOOD, veteran New York stage actor, and DIX DAVIS, child radio actor, have been added to the cast of SOL LESSER'S "Our Town," now before the cameras under the direction of SAM WOOD.

Two of America's most successful song writers, FREDERICK HOLLANDER and WALTER JURMAN, are writing special numbers at Columbia for "Two Many Husbands," the WESLEY RUGGLES production that stars JEAN ARTHUR, FRED MACMURRAY and MELVYN DOUGLAS.

Producer WALTER WANGER has definitely set March 1 as the starting date of his next United Artists production, "Personal History," with JOEL MCCREA starred.

The world famous boy's choir of St. Joseph parochial school in Los Angeles have been signed by Republic for an appearance in "Rancho Grande," GENE AUTRY'S current starring vehicle. The picture is now in production under the direction of FRANK MCDONALD.

Production of "Turnabout," another hilarious novel from the pen of the late THORNE SMITH, will begin within the next two weeks on the Hal Roach lot. The cast includes CAROLE LANDIS, JOHN HUBBARD, ADOLPHE MENJOU, WILLIAM GARGAN and MARY ASTOR. HAL ROACH will produce and direct.

Purchase of an original story with a view to bringing JOHN BARRYMORE back to the screen was announced by DARRYL F. ZANUCK, 20th Century-Fox production chief. The story is "The Great Profile" by MELVILLE GROSSMAN, and revolves around the difficulties in which a famous actor finds himself involved with his fourth wife and the daughter of his first wife.

TOM BROWN and CONSTANCE MOORE have been teamed by Universal for the romantic leads in their current musical production, "Ma! He's Making Eyes at Me," which HAROLD SCHUSTER is directing from an original story by ED SULLIVAN.

GEORGE SCHAEFER, president of RKO, announced that campaigns will be put into effect immediately to build MAUREEN O'HARA, ANNE SHIRLEY and TIM HOLT into big box office names within the next year. The three have shown real star material in their last assignments.

CHARLES RUGGLES has been signed by 20th Century-Fox for one of the top roles in "Maryland," which is scheduled to go before the cameras next week. This will mark RUGGLES' first appearance on the Westwood lot.

ALFRED WERKER, who will direct "South of Pago Pago" for EDWARD SMALL productions, will soon begin preparations for the location trip to the South Seas which will be made late this month. The picture will be released by United Artists.

"Darktown Strutter's Ball," with a cast headed by the MILLS BROTHERS, goes into production this week with ARTHUR DAVID HILTON directing and GEORGE RANDOL producing. The picture is being made for GOLDBERG and PORT.

Warner Bros. will star ANN SHERIDAN in "Calamity Jane," based upon the famous sharpshooter of the Old West. JERRY WALD and RICHARD MACAULAY are writing the script, which will be filmed during the next few months. A director is yet to be assigned.



Surrounded By Beauty

It's a lucky predicament EDDIE CANTOR *is in on the set of his new MGM picture, "Forty Little Mothers." From left to right, the young starlets are* LOUISE SEIDEL, BONITA GRANVILLE, DIANA LEWIS, MARTHA O'DRISCOLL *and* CHARLOTTE MUNIER. BUSBY BERKELEY *is directing the picture and* HARRY RAPF *is producing.*



Dr. Christian at Work

JEAN HERSHOLT, *with the aid of* DOROTHY LOVETT, *goes through a scene in the* STEPHENS-LANG *production, "The Courageous Dr. Christian," in which he plays the title role. The picture is the second in the series for RKO.*

Carolyn Lee In "Virginia"

Little CAROLYN LEE, who made an overnight hit in "Honeymoon in Bali," has been signed by Paramount for a role in "Virginia," which EDWARD H. GRIFFITH will produce and direct. CAROLYN will report to the studio when GRIFFITH is ready to start the new film.

Col. Plans "Tillie" Series

Stimulated by the success of the "Blondie" series, Columbia signed a contract covering the film rights to RUSS WESTOVER'S popular comic strip, "Tillie the Toiler." Associate Producer ROBERT SPARKS is starting a nation-wide search for the ideal "Tillie," as well as the other characters.

"Sandy" Gets Go Signal

With a cast headed by BABY SANDY, MISCHA AUER, NAN GREY, BILLY LENHART, KENNETH BROWN, EUGENE PALLETE, BILLY GILBERT, JOHN SUTTON and EDGAR KENNEDY, "Sandy is a Lady" went before the cameras under the direction of CHARLES LAMONT.

Loew-Lewin Buy "Night Music"

David Loew-Albert Lewin Productions closed a deal for the screen rights to the new CLIFFORD ODETS play, "Night Music," which they will make for United Artists release.

"Lysistrata" Morros' Next

"Lysistrata" has been set as BORIS MORROS' next production for RKO release with shooting scheduled for an early date under the direction of ROUBEN MAMOULIAN.



Checking the Dialogue

JOHN GARFIELD *and* ANNE SHIRLEY *rehearse for their next scene in Warner Bros.' production, "Saturday's Children,"* IRVING RAPPERM *dialogue director, and* VINCENT SHERMAN, *director, make sure their dialogue is correct.*

250 in Hollywood Party Going to Virginia City

More than 250 Hollywood stars and representatives of the press will be aboard the Warner Bros.-Southern Pacific special train to Reno and Virginia City for the simultaneous world premieres of "Virginia City," starring ERROL FLYNN, MIRIAM HOPKINS and RANDOLPH SCOTT.

March 16 has been set as the date for the event, with all of Reno's first-run theatres and Virginia City's historic Piper's Opera House as the places of showing. The celebration will include tours of Virginia City's celebrated sites and the mines from which nearly a billion dollars in gold and silver were taken.

Special Warner headquarters have been set up in Reno and Virginia City. The old Mark Twain office in the Territorial Enterprise building is being used as headquarters in the once flourishing mining town.

"Boys Town" Sequel

A sequel to "Boys Town" again starring SPENCER TRACY and MICKEY ROONEY, and based on the life of MONSIGNOR E. J. FLANAGAN and his famous home for boys, is to be filmed by MGM. Arrangements for the picture have been completed by FATHER FLANAGAN and JOHN W. CONSIDINE, JR., who brought the original film to the screen. NORMAN TAUROG, who directed "Boys Town" and recently directed ROONEY in "Young Tom Edison," has been given the directorial assignment.

Old Song Favorites

Tunes that grandmother used to hum may shortly become popular airs again when ALICE FAYE sings the old favorites in her new picture "Lillian Russell," 20th Century-Fox story of the beautiful actress' life. Among the melodies are "My Evening Star," "After the Ball is Over," "The Last Rose of Summer," "The Band Played On" and "Brighten the Corner Where You Are."

Wendy Barrie In "The Saint"

WENDY BARRIE, who carried the romantic interest in "The Saint Strikes Back," returns to RKO to play the feminine lead in the fifth of the series, "The Saint Takes Over," scheduled to go before the cameras shortly. GEORGE SANDERS will again play the title role, with HOWARD BENEDICT producing and JACK HIVELY directing.

Important Production Changes and Promotions at Universal

Several important production changes and promotions, from within the ranks, were announced by CLIFF WORK, vice-president and general manager of Universal. MILTON SCHWARZWALD has been placed in charge of the company's "exploitation" and musical productions, with JACK GROSS supervising the "idea pictures."

DON BROWN, WORK's executive secretary, will be GROSS's assistant, and GREG DOWLING, secretary to DAVID GARBER, operations manager, goes into the spot vacated by BROWN. ELMER GRETHER, of the property department, will move into DOWLING's position in GARBER's office.

MARSHALL GRANT, story editor, has been elevated to an associate producership, with "Bombay Uprising" as his first assignment. GRANT'S assistant, LEONARD GRIPPS, becomes the new story editor, under the supervision of DAN KELLEY.

The personnel shifts, according to WORK, are in line with Universal's policy of making advancements from within the ranks, a practice pursued since the start of the NATE BLUMBERG regime, two years ago.



"Best Boy" Has Birthday

EARL CANTRELL, *assistant to the head electrician on Paramount's "The Woman From Hell" set, had a birthday. Director* JAMES HOGAN *(right) with the assistance of* BLANCHE YURKA, *presented him with a nice new electric light bulb. It was all in fun though, for later the entire cast chipped in and bought the "Best Boy" a fancy case of fire water.*

Roland in Two Roles at Once

GILBERT ROLAND has been signed by Warner Bros. for roles in both "The Sea Hawk," starring ERROL FLYNN with BRENDA MARSHALL, and "Torrid Zone," starring JAMES CAGNEY, ANN SHERIDAN and PAT O'BRIEN. Both films will be in approximately simultaneous production, which will necessitate "bicycling" between stages and characterizations for ROLAND.

Mono. Starts "Midnight Limited"

With JOHN KING and MARJORIE REYNOLDS in the leading roles, Monogram's "Midnight Limited" went before the cameras under the direction of HOWARD BRETHERTON. KING, who was recently signed by the studio, will also star in "Arm of the Law," following completion of his present assignment.

New Western Star

After interviewing over 500 young screen aspirants, Republic has chosen DONALD BARRY to enact the starring role in its new series of westerns.

HOLLYWOOD SIGHTSEEING WITH THE *Oldtimer*

"Two Many Husbands—For Women Only" is the way the preview invitations will read for WESLEY RUGGLES' first Columbia production. According to present plans the wives, sisters, mothers and sweethearts of filmland's male critics and columnists will be the only ones invited . . . and it's all being done in honor of "leap year." Hope it's on the level. We can use a night off.

MGM is looking for a deer with the masculine glamour of a great lover and the acting ability of an Academy winner. Sorry, gentlemen, we ate him for dinner last week . . . and was his glamour tough.

According to the letters we have been receiving in Esperanto, Hollywood is still pronounced Hollywood in any lingo. You'll get the chance to hear Esperanto in Paramount's "Road to Singapore," when BING CROSBY, BOB HOPE and DOROTHY LAMOUR speak the language. Could be double-talk, you know.

We see by the papers that 20th Century-Fox is preparing to film "Brooklyn Bridge," the hunk of steel that has been sold or given away a million times in the past forty years. Paging STEVE BRODIE.

CHARLES FRENCH, the man who directed and played the lead in "Davy Crockett" in 1909, is working as an extra at Universal in the DEANNA DURBIN picture, "It's a Date." FRENCH, who celebrated his 80th birthday on the set, is believed to be the first film director to come to Hollywood. Good luck, oldtimer.

EDDIE ALBERT reported back to the Warner Bros. lot looking like a combination of ORSON WELLES and Dr. (EDDIE ROBINSON) EHRLICH, after doing an ERROL FLYNN down in Mexico. Wonder what makes the WB stars do the disappearing act so often . . . or is it just another of BOB TAPLINGER'S blurbs?



You Get a Mouthful of Air . . .

BOB BURNS *gives* PEGGY MORAN *a lesson on how to get music out of a stovepipe between scenes of Universal's "Alias the Deacon." The picture is now before the cameras under the direction of* CHRISTY CABANNE.

Advance Dope

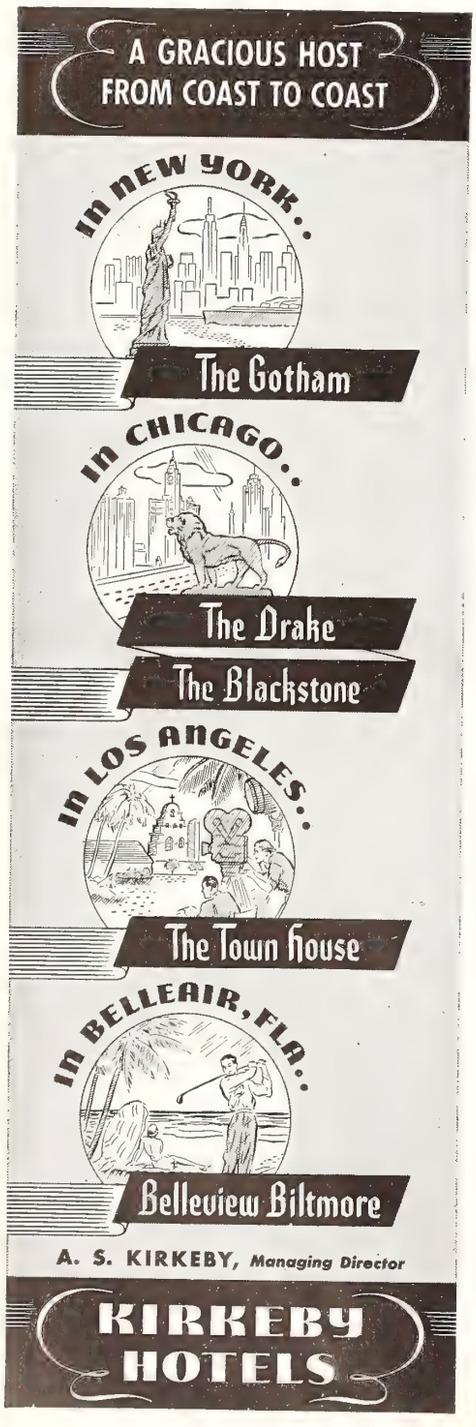
Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

PIONEERS OF THE WEST

Rep. Western Not Set

Selling Names: Bob Livingston, Raymond Hatton, Duncan Renaldo, Beatrice Roberts, George Cleveland.
Director: Les Orlebeck.
Assoc. Producer: Harry Grey.
Story Idea: The Three Mesquiteers aid George Cleveland and his daughter, Beatrice Roberts and some other early western settlers, in their fight against Indians and crooked politicians, who seek to wrest their land from them and sell it at a tremendous profit to a railroad.
Catchline: "The Three Mesquiteers fight for law and order."



ALIAS THE DEACON

Univ. Comedy Not Set

Selling Names: Bob Burns, Peggy Moran, Dennis O'Keefe, Virginia Brissac.
Director: Christy Cabanne.
Story Idea: Bob Burns, a card shark, inveigled into a bridge game, wins back the money Virginia Brissac has been consistently losing. He hears Dennis O'Keefe make arrangements with a promoter to fight Guinn Williams, so that he can earn enough money to buy an oil station and marry Peggy Moran. Instead of getting paid, O'Keefe is accused by the promoter of stealing his wallet and is arrested. Burns arranges a card game and wins all the money, thus catching the real thief when he turns in the stolen money.
Catchline: "He altered his sentiments to crusade against gambling."

ESCAPE FROM THE BIG HOUSE

Col. Drama Not Set

Selling Names: John Litel, Barton MacLane, Rochelle Hudson, Glenn Ford.
Director: Nick Grinde.
Producer: Irving Briskin.
Story Idea: John Litel, a two-fisted prison chaplain, faces death to reach a cell block and urge Barton MacLane and his pals to lay down their arms and prevent a jail break. Glenn Ford, a youthful prisoner, arrives and Litel learns that Ford framed himself in order to kill Cy Kendall, another prisoner who had killed Ford's father. Eventually Ford is blamed for Kendall's death, but Litel gets MacLane to confess to the crime.
Catchline: "He courted death to prevent a jail break."

DR. KILDARE'S GIRL

MGM Drama March 29

Selling Names: Lionel Barrymore, Lew Ayres, Laraine Day, Shepperd Strudwick.
Director: Harold C. Bucquet.
Story Idea: Lew Ayres secretly decides to try to bring a patient back to sanity after an operation, by means of the new Insulin shock treatment. The patient comes out quite sane, and when Ayres brings in the patient's wife, he finds Lionel Barrymore there to greet him with caustic remarks about the chances he took. But, when Ayres goes to have it out with Barrymore, he discovers that he knew what was going on all the time.
Catchline: "Young Dr. Kildare experiments with a new treatment."

THE GHOST COMES HOME

MGM Comedy March 8

Selling Names: Frank Morgan, Billie Burke, Ann Rutherford, John Shelton.
Director: William Thiele.
Producer: Albert Levoy.
Story Idea: Frank Morgan comes back home to his wife, Billie Burke and their daughter, Ann Rutherford, to find that everyone believed him dead, having been lost at sea. The family are in a predicament inasmuch as they had collected and spent his insurance money. John Shelton, in love with Ann, finds a way to get them out of their difficulty by getting the town banker to believe that the land he stuck Morgan with was valuable, and getting him to pay the full amount, needed, to get it back.
Catchline: "He told the truth and became the town hero."

FORGOTTEN GIRLS

Rep. Drama Not Set

Selling Names: Louise Platt, Donald Woods, Wynne Gibson, Robert Armstrong.
Director: Phil Rosen.
Assoc. Producer: Robert North.
Story Idea: Louise Platt is charged with a murder committed by Wynne Gibson, her step-mother, and sentenced to prison. Donald Woods, a newspaper reporter, who is championing her cause, makes every effort to prove her innocence. Wynne, overcome with remorse, gets Eduardo Ciannelli, a gang lord, to spring her, but Louise refuses his help. Wynne is then taken for a ride to silence her, but jumps from the car and is fatally injured. She confesses all before she dies.
Catchline: "Her remorse came too late."

DESTINY

Para. Drama Not Set

Selling Names: Basil Rathbone, Ellen Drew, Ralph Morgan, John Howard.
Director: Tim Whelan.
Producer: George Arthur.
Story Idea: Basil Rathbone is a psychiatrist with a rich practice, whose past is unknown. John Howard, a newspaper reporter, considering Rathbone a dangerous man, tries to keep Ellen Drew, his fiancee from going to Rathbone. By delving into Rathbone's past, Howard finds that he is a murderer wanted by the police. It almost costs Ellen her life, before she becomes convinced of Rathbone's treachery.
Catchline: "She tried to resist her subconscious self."

TWO GIRLS ON BROADWAY

MGM Musical Drama Not Set

Selling Names: Joan Blondell, Lana Turner, George Murphy, Kent Taylor.
Director: S. Sylvan Simon.
Producer: Jack Cummings.
Story Idea: Joan Blondell and George Murphy are joint owners of a dancing school in Indiana when they decide to crash Broadway, taking Lana Turner, Joan's sister along. A dance number in a new show is offered to Lana and Murphy, instead of Joan, breaking up the team. When Joan sees the love grow between Murphy and Lana, she breaks their engagement of long standing and leaves them to each other, inventing a tall tale about another offer.
Catchline: "Introducing filmland's newest dance team in a streamlined musical."

EDISON, THE MAN

MGM Drama Not Set

Selling Names: Spencer Tracy, Rita Johnson, Charles Coburn, Gene Lockhart.
Director: Clarence Brown.
Producer: John W. Considine, Jr.
Story Idea: Spencer Tracy (Thomas Edison) has such great faith in his idea of a stock ticker, that he gets the backing of the president of Western Union, and then sells him the finished invention. He meets and marries Rita Johnson, and her love and faith in him helps him through many conflicts before he invents the talking machine which makes him famous. Then he finds a method of creating light by electricity.
Catchline: "Story of a man who made his name revered for ages and ages yet to come."

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7,22,39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall	1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess	6,24,39	Reissued
Rain (D)	85	J. Crawford-W. Huston		Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88	Spencer Tracy		Reissued
Street Scene (D)	79	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67	Bob Burns		Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
Tumbleweeds (W)	86	William S. Hart	5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued

COLUMBIA

1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7,28,39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Meets the Boss (C)	71	P. Singleton-Arthur Lake	(F)	2/26/39	b3/4/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7,20,39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6,20,39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4,12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8,22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Let Us Live (D)	68	Maureen O'Sullivan-Henry Fonda	(A)	2,22/39	b2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of Shanghai (D)	58	Betty Furness-James Craig	(F)	2/10/39	b4/1/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Romance of the Redwoods (D)	67	Jean Parker-Chas. Bickford	(F)	2/28/39	b4/29/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Texas Stampede (W)	57	Chas. Starrett-Iris Meredith	(F)	2/9/39	b9/30/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10,24/39	b10/28/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)		Penny Singleton-Arthur Lake		2/29/40	a1/27/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3,5/40	a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b11/13/40
Convicted Woman (D)	66	Hudson-Lane-Lang		1,31/40	a1/20/40
Doctor Takes a Wife		Loretta Young-Ray Milland			In Prod.
Escape from the Big House (D)		John Litel-Rochelle Hudson			a2/17/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Man Who Would Not Die		Boris Karloff			In Prod.
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D)	63	Jack Holt-Irene Ware	(F)	3/5/40	b2/17/40
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	a11/25/39
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Stagecoach (W)		Chas. Starrett-Iris Meredith (Former title, "Texas Express")			a1/27/40
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)		Arthur-MacMurray-Douglas			a2/3/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D)	79	Conrad Veidt-Valerie Hobson (Reviewed as "Spy in Black")	(F)	10/7/39	b7/15/39

MGM

1938-39

Adventures of Huckleberry Finn (D)	90	Mickey Rooney-Lynn Carver	(F)	2/10/39	b2/11/39
Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Fast and Loose (My-C)	76	R. Montgomery-Rosalind Russell	(F)	2/17/39	b2/18/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Honolulu (Mu-C)	84	Eleanor Powell-Rob't Young	(F)	2/3/39	b2/4/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
Let Freedom Ring (Mu-D)	87	Nelson Eddy-Virginia Bruce	(F)	2/24/39	b2/18/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Beery-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39

MGM

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5,12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8,18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7,14,39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3,17/39	b3/18/39
Wizard of Oz (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8,25,39	b8,12/39

1939-40

And One Was Beautiful		Jean Muir-Robert Cummings			In Prod.
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11,17,39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(A)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Girl (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson			a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Ghost Comes Home (C)		Frank Morgan-Billie Burke		3/8/40	a2/17/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)		Wallace Beery-Dolores Del Rio (Former title, "Arouse and Beware")		2,16/40	a1/13/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10,20,39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart			In Prod.
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12,15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2,23,40	b2/10/40
Pride and Prejudice		Greer Garson-L. Olivier			In Prod.
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12,40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		3/1/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell			a2/17/40
Waterloo Bridge		Vivien Leigh-Robert Taylor			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

MONOGRAM

1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Navy Secrets (D)	60	Fay Wray	(F)	2/8/39	b2/11/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Star Reporter (D)	62	Warren Hull-Marsha Hunt	(F)	2/22/39	b5/6/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)		Jack Randall-Louise Stanley		2/24/40	a2/3/40
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D)		Warren Hull-Kay Linaker (Former title, "Front Page Lady")		1/20/40	a12/23/39
Midnight Limited		John King-Marjorie Reynolds			In Prod.
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)		Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Westbound Stage (W)	52	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Boy Trouble (C)	70	Charlie Ruggles-Mary Boland	(F)	2/27/39	b2/4/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7,7/39	b6/10/39

PARAMOUNT

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
. . . one third of a nation (D)	76	Sylvia Sidney-Leif Erikson	(F)	2/24/39	b12/18/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Persons in Hiding (D)	69	Patricia Morrison	(F)	2/10/39	b1/28/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
St. Louis Blues (Mu)	85	Nolan-Lamour-Guizar	(F)	2/3/39	b1/28/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
Sunset Trail (W)	67	W. Boyd-G. Hayes	(F)	2/24/39	b10/22/38
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	3/8/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Miliand	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/1/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers		Bob Hope-Paulette Goddard			In Prod.
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden			a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)		B. Crosby-D. Lamour-B. Hope		3/22/40	a11/4/39
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Seventeen (C-D)		Jackie Cooper-Betty Field		3/1/40	a7/1/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.			a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Showdown (W)		Wm. Boyd-J. Clayton-Hayden		5/10/40	a10/14/39
		(Former title, "Gun Chores")			
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville			a11/25/39
		(Former title, "At Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)			a8/19/39
War Along the Stage Trail (W)		Wm. Boyd-Russell Hayden			a1/13/40
		(Former title, "Hold Your Horses")			
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Woman From Hell (D)		Jean Cagney-Richard Denning			a1/20/40
Women Without Names (A)		Ellen Drew-Robt. Paige		3/15/40	a9/30/39
		(Former title, "Women Behind Bars")			

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Fisherman's Wharf (D)	70	Bobby Breen-Leo Carrillo	(F)	2/3/39	b1/28/39
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Beauty for the Asking (D)	64	Lucille Ball-Donald Woods	(F)	2/24/39	b1/28/39
Boy Slaves (D)	71	Anne Shirley-Roger Daniel	(A)	2/10/39	b1/21/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
Gunga Din (D)	117	Grant-McLaglen-Fairbanks, Jr.	(F)	2/17/39	b1/28/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

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Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1.6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Courageous Dr. Christian		Jean Hersholt-Dorothy Lovett		4/5/40	In Prod.
Curtain Call		Barbara Reed-John Archer		4/26/40	In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		3/8/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40

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Title	Mins.	Stars		Rel. Date	See Issue of
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Romantic Mr. Hinklin		Lucille Ball-James Ellison			In Prod.
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over		Geo. Sanders-Wendy Barrie			In Prod.
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40

REPUBLIC

1938-39

Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Forged Passport (D)	61	P. Kelly-June Lang-L. Talbot	(F)	2/24/39	b2/11/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
Home on the Prairie (W)	58	Gene Autry-Smiley Burnette	(F)	2/3/39	b2/11/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Woman Doctor (D)	65	F. Inescort-H. Wilcoxon	(F)	2/6/39	b2/4/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)		Louise Platt-Donald Woods			a2/17/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			In Prod.
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)		3 Mesquiteers			a2/17/40
Rancho Grande (W)		Gene Autry-Smiley Burnette			In Prod.
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40

20TH CENT.-FOX

1938-39

Arizona Wildcat (C)	68	Withers-Carrillo	(F)	2/10/39	b11/12/38
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto's Last Warning (My)	74	Lorre-Field	(F)	2/24/39	b7/30/38
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Shirley Temple-Randolph Scott	(F)	7/28/39	b6/24/39
Tail Spin (D)	82	Faye-Bennett-Kelly	(F)	2/10/39	b2/4/39
Three Musketeers (Mu-C)	72	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Cruise		Sidney Toler-Marjorie Weaver			In Prod.
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/8/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour			a1/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis		3/29/40	b2/17/40
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/19/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	bl/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	a1/2/40
Lillian Russell		Alice Faye-Don Ameche			In Prod.
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
On Their Own		Jones Family			In Prod.
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Sailor's Lady		Nancy Kelly-Jon Hall			In Prod.
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne			a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)		Cesar Romero-Chris-Pin Martin		4/12/40	a2/10/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
King of the Turf (D)	88	Adolphe Menjou-D. Costello	(F)	2/17/39	b2/11/39
Made For Each Other (D)	94	Lombard-J. Stewart	(F)	2/10/39	b2/4/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Crackpots (C)		Stan Laurel-Oliver Hardy			a12/23/39
(Former title, "Two's Company")					
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft		3/1/40	a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll		3/22/40	a1/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Pirates of the Skies (D)	61	Kent Taylor-Rochelle Hudson	(F)	2/3/39	b2/25/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Society Smugglers (D)	65	Preston Foster-Irene Hervey	(F)	2/24/39	b3/11/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39
You Can't Cheat An Honest Man (C)	75	Fields-Bergen-McCarthy	(F)	2/17/39	b2/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)		Bob Burns			a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)		Boris Karloff-Bela Lugosi			a1/27/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D)		Richard Arlen-Andy Devine		2/2/40	a10/21/39
(Former title, "Test Driver")					
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi		Wayne Morris-Margaret Lindsay		3/1/40	a1/6/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		4/19/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	69	Margaret Lindsay-Edmund Lowe		2/16/40	a12/9/39
(Former title, "Double Alibi")					
House of Seven Gables (D)		Vincent Price-Margaret Lindsay			a1/27/40
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean			In Prod.
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
La Conga Nights (C)		Hugh Herbert			In Prod.
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me		Tom Brown-Constance Moore			In Prod.
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W)		J. M. Brown-Bob Baker		4/5/40	a9/30/39
(Former title, "Vigilante War")					
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey			In Prod.
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker		1/19/40	a9/16/39
(Former title, "Galloping Kid")					
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D)		Lola Lane-James Craig		3/8/40	a1/6/40
(Former title, "Rigadoon")					

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Ratt-Bryan	(A)	6/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
(Reviewed as "Hobby Family")					
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Reporter (D)	65	Bonita Granville-F. Thomas	(F)	2/18/39	bl/28/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-L. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Blane in Chinatown (My)	58	Farrell-MacLane	(F)	2/4/39	b2/11/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Wings of the Navy (D)	90	G. Brent-O. de Havilland	(F)	2/11/39	a1/21/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
Wes, My Darling Daughter (C)	85	Priscilla Lane-Jeffrey Lynn	(A)	2/25/39	b2/11/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas		Albert-Wyman-Reagan			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)		Garfield-O'Brien-Sheridan		2/17/40	a8/12/39
(Former title, "20,000 Years in Sing Sing")					
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas		Wayne Morris-Jane Wyman			a9/23/39
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffrey Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)		John Payne-Gloria Dickson			a12/2/39
Mad Empress (D)	95	Modea Novara-L. Atwill	(A)	12/16/39	b4/29/39
(Reviewed as "Juarez and Maxmilian"—States Rights)					
Murder in the Air (D)		Ronald Reagan-Lya Lys			a12/2/39
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/7/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson			a9/23/39
(Former title, "State Cop")					
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan		3/16/40	a1/13/40
Till We Meet Again (D)		Merle Oberon-George Brent			a1/27/40
(Former title, "We Shall Meet Again")					
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39

STATES RIGHTS

Title	Mins.	Stars			See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)	85	Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
(Reviewed as "Hitler, Beast of Berlin")					
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(A)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8 5/39
Peccmania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12 9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars			See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12 24/38
Not Guilty Enough	Funny	17	10 29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6 24 39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18 39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4 22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7 39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10 1 38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1 39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9 11 37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9 16/39
Man Made Island	Interesting	9½	6 17 39
Province of Quebec	Good	11	12 17 38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10 29 38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10 39
Inside the White House	Fair	11	2 11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12 17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6 40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6 40
Nothing But Pleasure	Amusing	18	2 17 40
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8 12 39
CINESCOPES (6)			
World of 1960	Interesting	10	1/ 6 40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12 30 39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9 16/39
Life in Paris		10	Not Rev.
New Hampshire		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Boy, a Gun and Birds	Fair	7	1/ 6 40
Crop Chasers	Good	7½	10 14/39
Dreams On Ice	Cute	7	10/14/39
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14 39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17 40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16 39
Park Your Baby		7	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
STOOGE COMEDIES (8)			
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9 16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5, 27, 39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16, 39
Goldilocks and the Three Bears	Good	8	7/29, 39
Jitterbug Follies	Fair	9	3/25 39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10 28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1 28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2 25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4 22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6 24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7 39
Yankee Doodle Goes to Town	Outstanding	10	6 24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28, 39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelogab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

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	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin		7	Not Rev.
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra		10	Not Rev.
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial		10	Not Rev
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4		10	Not Rev.
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbabies (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/4/39
Deep End	Excellent	10	10/1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/3/38
Kennel Kings	Doggone Good	10	8/5/39
On the Wing	Remarkable	10	2/4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/9/39
Battle Fleets of England	Very Timely	18	10/7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/4/39
Ice Cutters	Good	9	11/4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/1/39
Inside Baseball	For Baseball Fans	10	6/3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10,15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/9/39
Valley of 10,000 Smokes	Fascinating	10	12/9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Top Notch Tennis		10	Not Rev.
TERRYTOONS (26) (10 in Tech.)			
Dog in a Mansion		7	Not Rev.
Edgar Runs Again		7	Not Rev.
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Harvest Time		7	Not Rev.
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
One Mouse in a Million	Fair	7	12/9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/8/39
Roman Symphony	Brilliant	10	10/8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/1/39
Gals and Gallons	Lively	19	6/3/39
Music and Models	Entertaining	18	12/3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/4/39
No. 61	Just Fair	9	4/1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Bat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/8/39
Magic Beans	Good	7	3/4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/9/39
Slap Happy Valley	Has Laughs	7	9/2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/2/39
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/2/39
Bullets and Ballads	Good	18	2/17/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/3/40
No. 72		9	Not Rev.

VITAPHONE-WARNER 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1 39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	8/12/39
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Club on the Air	Okay	10	4/ 1/39
Artie Shaw	For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Sho Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39

VITAPHONE-WARNER (Cont.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Lives in Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (18) (Tech.)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks		10	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
MELODY MASTERS (10)			
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm		7	Not Rev.
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

STATES RIGHTS

		Running Time	Reviewed Issue Of
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Frosty Frolics (Lenauer)	Refreshing	11	12/17/38
Gems of the Orient (Modern)	Interesting	10	3/25/39
Getting Your Money's Worth (Lenauer)	Revealing	11	12/17/38
Memory Lingers On (Ennis)	Interesting	10	8/13/38
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

	Number of Chapters	Reviewed Issue of
COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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SHOWMEN'S TRADE REVIEW

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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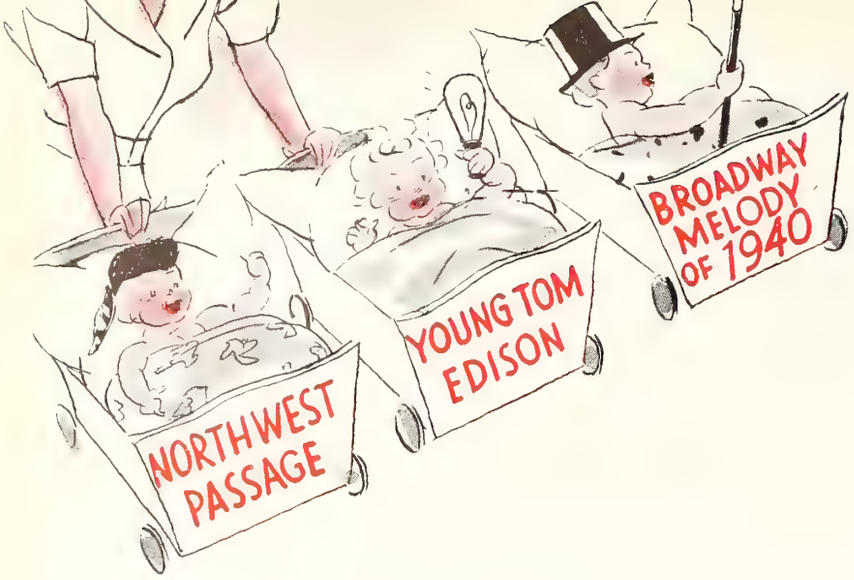
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THOMAS J. CONNORS

Vol. 32 No. 5

February 24
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The Editorial Page

Variety Club Convention

Few events in the movie industry attract the attention accorded a National Variety Club Convention and this year's gathering bids fair to excel all past conventions by a wide margin. Not because the previous meetings have lacked anything in the way of attractions for the visiting firemen but because Bob O'Donnell has built up a reputation for doing things on an elaborate scale.

Bob's Dallas Tent, #17, will be the host for this year's event, which will take place on April 18, 19 and 20, and about every available moment has been taken care of for the delegates and visitors who will gather in Dallas for those three eventful days.

The magnificent charity work being done by the Variety Clubs is too well known for us to devote any space to it here. But the organization itself has attracted widespread interest among industry people all over the country.

Representatives of every phase of the industry are planning to attend this year's national meeting in Dallas and arrangements are being concluded by the various committees to take care of all in a smooth, careful manner. No single detail is being overlooked by the convention committee headed by Bob O'Donnell and Paul Short.

From all indications Dallas, Texas, on April 18, 19 and 20 will look more like an all-industry convention than a Variety affair. Those who contemplate attending should make reservations early.

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The 16 mm. Competition

Periodically, and only as recently as last October, this page called attention to the rapidly growing danger of free show and 16 mm. competition. At this moment the news columns of the industry's trade papers are again carrying disquieting reports about this evil.

It is simple enough to make a blanket indictment against the use of Hollywood product, converted into 16 mm. film, for so-called home and club use. But there may be a terrific source of revenue for the picture companies in so doing and that revenue should not be dumped overboard without first analyzing the situation and determining just where the danger line, to theatres, starts in the use of such product.

As it looks to us at the moment the danger starts when such film finds its way into places where actual competition with the local movie theatres occurs. And if such is the case then the original producers who licensed the use of their product in 16 mm. form should certainly be in a position to control its use.

However, theatremen must not lose sight of the fact that even should such product cease to be available to this type of competition, many other interesting pictures are. So to stamp out the evil the important angle is not the pictures being shown but the fact that ANY film exhibited in any place which can be considered competition to theatres is something that should be stopped.

Theatremen must band together for the purpose of, first, putting such places out of business through making them comply with licensing and fire regulations—and second, by making certain they cannot secure Hollywood product for such competitive purposes. The first calls for local action. The second must be taken up with the companies whose product is being exhibited in 16mm. form.

△ △ △

Observations

Fifteen years ago, Abe Montague, started his association with Columbia Pictures and this month the company inaugurated a sales and booking drive to commemorate the occasion. STR joins with the thousands of Abe's friends in extending sincere congratulations to him on this memorable event and to wish him, at least, another fifteen years of service to Columbia and the industry. . . .

Six weeks ago we were severely criticised by an Ohio exhibitor because we told him in a letter that the Pot o' Gold insurance plan was a waste of time and suggested that he concentrate on selling his pictures to his community and forget about this particular form of giveaway. Since then our statement has been justified. The public failed to break down the doors of the theatres to win a double award. Now the insurance plan has been abandoned. . . .

There is a wealth of opportunity and added revenue in the advertising and selling of many short subjects but unfortunately it is hard to get many theatremen to agree with this viewpoint and do anything about it. Additional emphasis on this question is incorporated in this week's Short Subject Section starting on page 17 of this issue. If you are one of those who are still unconvinced perhaps we may succeed in changing your time-hardened attitude by some of the material you will find in that section. At least you owe it to yourself and your theatre to analyze the great possibilities of these great entertainment subjects with many of which your patrons are familiar and would appreciate knowing more about, especially when you play them.

—"CHICK" LEWIS.

SELECT CHICAGO

National Allied will hold its annual convention in Chicago, with the dates to be determined by Jack Kirsch, president of Illinois Allied, upon his return from Florida around March 1. Chicago was selected, it was said, because of its central location, accessibility and facilities for a convention. Allied held a highly successful meeting there in 1931.

Boise Premiere Is Gala Event

All-Day Celebration Honors "Northwest Passage"

Boise, Idaho—Declared by those in attendance unquestionably the biggest social event this city has enjoyed since the pageant, "Idaho Marches On," held three years ago, an all-day celebration climaxed by the world premiere of MGM's "Northwest Passage" at the Pinney Theatre took place here Tuesday.

Thousands were on hand to greet Ilona Massey, Isabel Jewell, Virginia Grey and Alan Curtis on their arrival at the station, where they were met by Mayor J. L. Straight and Governor Bottolfsen's Premiere Committee headed by Senator Carl Brown. At noon, the Governor's reception-luncheon was held at the Boise Hotel, and was followed by a parade of the city's high school students dressed in home-made costumes of the 1759 period of the picture.

In the evening the stars were escorted by the Premiere Committee to the theatre for the premiere.

"Virginia City" Dual Premiere March 16

Dual world premiere of Warners' "Virginia City" will take place simultaneously in two Nevada towns, Reno and Virginia City, on March 16, it was announced this week. Over 250 players, newspaper correspondents and executives will be conveyed from Los Angeles to Reno where they will be tendered a reception by the state's Governor, E. P. Carville. Next will come a Western parade after which the guests will proceed to Virginia City for the initial performance of "Virginia City" in the town's only theatre. Winding up the premiere will be "Virginia City Comstock Ball" to be held in State House Auditorium at Reno

"Pinnochio" to be Released Easter Week

National release of "Pinnochio" will take place Easter week. Currently, the Walt Disney production is playing only in New York and Los Angeles. The second week at the Center, New York, will outgross the first, according to Manager John Kenneth Hyatt. Throughout Saturday and Sunday the box office line varied from one to three blocks in length.

Holdovers Cause Shortage of Product In Subsequent Runs

Many Cities Face Serious Situation as Top Pictures Stay Many Weeks In First Runs

The current wave of holdovers in first run theatres has created a shortage of product in subsequent run houses throughout the country, which if not soon relieved threatens to become serious. The condition is not limited to New York alone but to many other spots, many of which attribute it to the long runs being enjoyed by "Gone With the Wind" and other top pictures. The type of product now being released indicates that the situation may become worse instead of better. When pictures like "Pinnochio" hit general release and stay in one theatre for double or triple the usual time and longer, other product backs up to wait first run showings while the subsequent runs clamor for pictures.

In New York, for example, six theatres have used only 71 features in six months. If they had changed their programs every week, they would have used more than twice as many pictures in the same period.

As a result of the shortage in many cities independent pictures are getting an unusual break and premiums and dishes are getting a play again. As an example of the tightness of the situation, Buffalo is cited. "Gone With the Wind" has already kept seven pictures out of first run showings so far, and "The Fighting 69th", "Pinnochio" and "Grapes of Wrath" are expected to pile the number up to 17.

In some cities, distributors are holding back top product until "Gone With the Wind" finishes its runs.

Anti-16 mm. Shows Drive On In Chicago

Chicago — Showing of 16 mm. pictures in taverns without a city permit is the target of a drive now under way here to stop the practice. All kinds of 16 mm. films are being shown in taverns and halls, it was revealed by Lieut. Harry Costello of the Police Department, who added a campaign had started to stop them.

SIGNING UP



Murray Silverstone, UA chief, and Harry Gold, eastern sales manager, witness James Roosevelt's signature to a contract as a UA producer.

20th Fox Confab In Chicago April 1

Wobber Sets Date for Annual Sales Convention

20th Century-Fox's annual sales convention will be held on April 1 in Chicago, according to an announcement made yesterday by Herman Wobber, general sales manager. Wobber has called a meeting of district managers for March 1-2 in New York at which some of the convention plans will be made.

In addition to salesmen and sales executives a group representing National Theatres, headed by Spyros Skouras, will attend the meeting. So will Truman Talley, Movietone News head, Paul Terry, producer of Terrytoons, Walter J. Hutchinson, director of foreign distribution and others.

President Sidney R. Kent is expected to be the chief speaker and Darryl F. Zanuck, in charge of production, may also attend the meeting and speak to the delegates. Zanuck is rapidly completing his lineup for next season and is expected to announce most of the titles at the convention.

Four Astor Films On Times Square

Something of a record is being hung up by Astor Pictures these days with four of its releases playing simultaneously in Times Square. "Hell's Angels" is due at the Rialto Monday. "Vengeance of the Deep" is current at the Central, while "Tumbleweeds" and "Our Daily Bread" are to be seen at the Times Square and Apollo theatres, respectively.

Industry Problems to be Discussed at ITO Meet

Columbus, O.—Whether or not the new National Screen Accessories set-up will benefit or harm exhibitors; preferred playing time, and whether or not the distributors are living up to their cancellation promises are the questions to be discussed at the annual convention of ITO of Ohio when members meet here at the Neil House on Feb. 28-29. The latest in theatre equipment and accessories will be on display, it is said.

Storm in East Hits Business

Few Houses Close, But Attendance Is Sharply Cut

Closed theatres and delayed film shipments were left in the wake of the severe wind and snow storm which swept the Eastern states last week. Although the number of houses forced to close was relatively small, patronage was reduced to a minimum. Trucks carrying films were stalled on the highways, and many theatres found it necessary to bicycle prints.

In Boston 14 inches of snow fell officially, with drifts sometimes 15 feet high tying up film delivery trucks as well as private cars. Truckers headed for Buffalo reached their destination after many hours of delay. Theatres were fortunate in that most of them were not changing programs. Business in the Pittsburgh territory was demoralized by a 34-hour snow storm. Although theatres in Philadelphia were open, business reports were not too encouraging. Business in Albany, Troy, Schenectady and surrounding towns was 50 p. c. off.

Bernhard Out of Danger

Although Joseph Bernhard, general manager of Warner Bros. Theatres is definitely out of danger, his recovery from a gall bladder ailment is complicated with pneumonia. Visitors will be permitted to see him in another week or 10 days.

THOMAS J. CONNORS

(The Man on the Cover)

Eastern, Southern and Canadian sales manager for Metro-Goldwyn-Mayer. He started with MGM as a salesman in 1916 and has held his present post since 1935.

SHOWMEN'S Trade Review
Vol. 32, No. 5 Feb. 24, 1940
Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.

DOUBLE PNEUMONIA

Audiences in a New York neighborhood this week volunteered some help to Lee Bowman, who plays the doctor in "The Great Victor Herbert." On the same program they had just seen "Dr. Kildare's Secret" and when Bowman, in one of his lines, said he was having a hard time finding a pneumonia serum the audience as one man called out, "Dr. Kildare can help you."

4 Majors Reveal 4-Year Gross Biz

RKO Gives Net Profit In Answers to Gov't

Revealing for the first time the gross business of United Artists for the four years from 1935 through 1938, as well as the financial structures of other companies, answers to Government interrogatories were filed in Federal Court last week by UA, Warner Bros. Pictures, RKO and Columbia. All but UA confined their answers to Questions 1 through 24 out of 59 Government interrogatories.

Answers to Questions 1-25 were filed Monday by Paramount, MGM, Universal and 20th-Fox. Only RKO revealed its net profit for the years 1935 through 1938, the others declining to do as requested by the Government. Net figures on income of Columbia, Warner Bros. and UA will be revealed in confidential answers which will not be filed, these three companies stated.

VARIETY CLUB CONVENTION NOTES

Dallas. Tex., April 18-19-20

A new high in something or other will be hit when the delegates and visitors to the National Variety Convention arrive in Dallas on the morning of the 18th of April. ALL attending will be equipped with western garb furnished by the committee which will tie in with the welcoming ceremonies at the station.

Judging by the advance information filtering through from Dallas, this welcoming celebration will continue unabated for the entire three days of the convention terminating with a most unusual closing banquet on the night of the 20th. For those who come with the idea of making this a gala get-together of the motion picture industry, the various committees have worked out a program of entertainment and divertissement that can occupy as much or all of the time they have open.

Few industry events have attracted the attention that this one has and from all present indications the greatest array of film executives from home office, distribution and production will converge on Dallas for the entire three days

Those seeking further information about the National Variety Clubs Convention are invited to address the committee at 202-203 Melba Theatre Bldg., Dallas, Texas. All inquiries receive prompt attention.

Goldwyn Out to Cancel Contract

Claims UA Crimped His Deals For "Westerner" by Para., WB

Samuel Goldwyn has filed suit against United Artists, London Film Productions, Ltd. and Alexander Korda to cancel his distribution contract with United Artists. A previous suit of the same kind was decided against Goldwyn in Delaware on the ground that he failed to join Korda and the late Douglas Fairbanks as co-defendants.

Goldwyn also seeks an injunction restraining United Artists and its employees from interfering with him and with any company which he may atempt to deal with in the distribution of his films.

Goldwyn makes 14 claims against United Artists, among them that UA failed to devote its best efforts to proper distribution of his films; that it used his pictures to influence exhibitors to license other producers' pictures; that it offered inducements to exhibitors not to take his pictures with other producers' pictures as an alternative; that UA isolated its employees at its convention so that he was unable to entertain them and establish their goodwill; that UA discriminated against his pictures in advertising. Goldwyn also charges that UA released false and malicious statements to the press about him; that it attempted to induce his employes to leave him and that it withheld sums due him on unjustified pretexts, etc.

The producer alleges that UA prevented him from making a distribution deal for "The Westerner" with Paramount and Warner Bros. He was finally forced to release it through UA in desperation, he says.

Monogram Claims New Playdate Record

Monogram claims an all-time new high for advance playdates during the next 8 weeks, with last year's peak in May being exceeded the past weekend by $1,200, according to W. Ray Johnston, president. Meanwhile, in the playdate drive, the Washington branch jumped from fourth to second place, while the Denver exchange retained its first place position.

"Mad Youth" Rights

Atlas Film Exchange has acquired the Willis Kent feature production, "Mad Youth," for distribution in New York State and northern New Jersey, according to Walter Bibo.

Bands for Nabe House

Chicago—"Name" bands are being added to the week-end stage bills at Warners' Stratford Theatre.

Right Pix Offset Foreign Losses

Thus Declares Wallis On Arrival in New York

Arriving in New York this week from Burbank, Calif., Hal B. Wallis, associate executive in charge of production for Warner Bros., declared it his belief that production of the proper type of features by the U. S. industry can compensate to a large degree for the large European market losses which are a result of European hostilities.

Here to confer with home office executives, see current plays, and particularly to attend the opening of "Dr. Ehrlich's Magic Bullet," which took place Friday at the Strand, Wallis said his company's new season product would not be keyed to any so-called "trend," but would be highly diversified with again the "accent on action."

Columbia Stays West

In a statement issued last week, Columbia emphatically denied that it would produce pictures in the East. Emphasized is the fact that the company had no intention or plans at this time to engage in New York production.

Important Dates

Feb. 24-26: National Film Critics Convention, Memphis, Tenn.
Feb. 28-29: ITO of Ohio convention, Neil House, Columbus.
Feb. 29: Academy Awards banquet, Hollywood.
April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention. Chalfonte-Haddon-Hall Hotel, Atlantic City.

Form Film Committee For Charity Drive

The 1940 Committee for the motion picture and amusement industries to aid the Annual Catholic Charity Drive is now being formed, with John J. O'Connor of RKO Theatres as chairman. The drive, an annual affair, will be sponsored by the Archbishop's Committee headed by the Hon. Alfred E. Smith, chairman, and Frank C. Walker, treasurer. Industry figures who have accepted invitations to serve on the 1940 Committee are:

Harry Buckley, United Artists; H. M. Doherty, Warner Bros.; Austin Keough, Paramount; Charles L. O'Reilly, Sanitary Automatic Candy Co.; Martin Quigley, Quigley Publications; Nate Blumberg and William Scully, Universal Pictures; George C. Walsh, Netco Theatres Corp.; Jack Pegler, Lord & Thomas; James R. Grainger, Republic Pictures; Joseph McConville, Columbia Pictures; Charles B. McDonald, RKO Theatres, and Frank C. Walker, Comerford Theatres.



The Box Office Slant

Road to Singapore

Para. Musical-Comedy 85 mins.

(Prod. No. 3926—Nat'l Release, Mar. 22)

Cast: Bing Crosby, Dorothy Lamour, Bob Hope, Charles Coburn, Judith Barrett, Anthony Quinn, Jerry Colonna, Johnny Arthur, Pierre Watkin, Gaylord Pendleton, Miles Mander. **Credits:** Directed by Victor Schertzinger. Produced by Harlan Thompson. Screenplay by Don Hartman and Frank Butler. Based on a story by Harry Hervey. Art direction, Hans Dreier and Robert Odell. Film editor, Paul Weatherwax.

Plot: Crosby, heir to a mammoth steamship company, sails the seas as the mate of a freighter. When Coburn, Bing's father, tries to get him to marry Judith Barrett against his wishes, Bing sets out for the South Sea Islands, accompanied by his bosom pal, Hope, who also is escaping an undesirable bit of match-making. There, Bing rescues Dorothy Lamour from Anthony Quinn, her villainous, bullwhip-wielding partner. After many situations which are marked with Hope's rivalry and other setbacks, Bing eventually marries Dorothy.

Comment: A trio of swell marquee names and one of the funniest pictures to hit the screen in a long time makes this a box office dish from Paramount. It's a rollicking comedy filled with music, gags and humorous situations that is packed with entertainment for everyone. The team of Bing Crosby and Bob Hope find Dorothy Lamour an excellent foil. The production is the best they've ever done. As for the action, it starts with a brawl, continues along those lines and ends the same way. There are five musical numbers, one of which, "Sweet Potato Piper," shows promise of becoming a novelty hit. Crosby and Hope together are even more entertaining than when on the air. Outstanding in the supporting cast are Charles Coburn, Judith Barrett, Anthony Quinn and Jerry Colonna. Direction by Victor Schertzinger is excellent and Harlan Thompson has turned out a production aimed straight at the box office. Pretty girls in native costumes and a board of "see" stills would attract attention either in the lobby or as a street ballyhoo. Arrange for spot radio announcements before and after the weekly Bing Crosby and Bob Hope shows. Make tieups for window displays and cooperative ads with music stores, travel bureaus and dress shops. **(FAMILY)**

Catchline: "Two sailors plus a maid equals lots of fun."

AUDIENCE SLANT: ROLLICKING COMEDY PACKED WITH ENTERTAINMENT FOR EVERYONE.

BOX OFFICE SLANT: A TRIO OF MARQUEE NAMES IN A PICTURE THAT LOOKS LIKE REAL BOX OFFICE.

The Human Beast

(*French dialogue, English titles*)

Juno Films Drama 79 mins.

(National Release, February 19)

Cast: Jean Gabin, Simone Simon, Ledoux, Carette, Blanchette Brunoy, Gerard Landry, Jenny Helia, Colette Regis, Germaine Clasis, Berlioz, Perez, Jean Renoir. **Credits:** Directed by Jean Renoir. Produced by Hakim Bros. Based on "La Bete Humaine," by Emile Zola. Photographed by Curt Courant. Music by J. Kosma. English titles by Julian Leigh.

Plot: Gabin, engineer on the Paris-Havre express, suffers from homicidal impulses—the curse of a debauched and mentally tainted ancestry. He meets Ledoux, the station master and Ledoux's wife, Simone Simon. Ledoux, who has learned of his wife's infidelity, has murdered the other man on the same train on which Gabin was traveling. Simone develops Gabin's friendship, while her husband, whom she now loathes, becomes estranged. Soon the couple fall deeply in love. Simone subtly tries to urge Gabin to murder Ledoux, but he hasn't the courage to kill wilfully. The lovers separate and she manifests interest in another young man. During a dance, Gabin follows Simone to her apartment, where he tells her he now has the courage to do her bidding. While the two are in an embrace, he is suddenly seized by one of his uncontrollable fits. In a violent paroxysm, he kills her. All night he walks the tracks. When he arrives on duty the next morning, he confesses his crime to his fireman and friend, Carette. As the train speeds along, he determines to take his own life and jumps off.

Comment: Here is one of the finest examples of perfect directing and acting ever to reach these shores from a foreign producer. Sombre and tragic, breathtakingly realistic, this drama of conflicting human passions may be frowned upon by the masses as not constituting the accepted standard of entertainment; but for class audiences, especially those always alert for developments in screen technique, it should prove a memorable experience. The story is absorbingly interesting, and keeps the spectator at such a strong emotional pitch he is practically limp when it is all over. Director Renoir has pulled no punches; whether it be a murder or a passionate love scene, his camera has recorded the situation as though it were a real-life happening and not make-believe. Jean Gabin's characterization is restrained and sympathetic and makes one understand why he rates as the No. 1 box office star in France. As for Simone Simon, her dramatic talent has been skilfully brought to light by expert direction. After seeing her splendid performance in this, one is inclined to conclude that her unfortunate Hollywood ventures were not her fault. Your job in selling "The Human Beast" will be to direct your appeal to intelligent theatregoers. Emphasize that here is the Simone Simon—alluring and vibrant—America has never seen. Comparisons of Jean Gabin with Spencer Tracy should provoke interest. **(ADULT)**

Catchline: "An enthralling drama of conflicting human passions."

AUDIENCE SLANT: THOSE WHO APPRECIATE MAGNIFICENT ACTING AND DIRECTING WILL FIND THIS A MEMORABLE EXPERIENCE.

BOX OFFICE SLANT: IN FRENCH-SPEAKING SECTIONS, AND IN THE BIG CITIES, THE FILM'S SUCCESS IS ASSURED. BUT IT HAS AN EVEN CHANCE IN OTHER SITUATIONS IF EMPHASIS IS PLACED ON THE RETURN OF A NEW AND GREATER SIMONE SIMON.

For booking information write Juno Films, 723 Seventh Ave., N. Y. C.

Legion of Decency Ratings

(For Week Ending February 24)

SUITABLE FOR GENERAL PATRONAGE

Five Little Peppers at Home
Rhythm of the Rio Grande
The Cheyenne Kid
Little Orvie

SUITABLE FOR ADULTS ONLY

Dr. Ehrlich's Magic Bullet
Women Without Names

OBJECTIONABLE IN PARTS

The Face Behind the Scar
My Little Chickadee

The Man from Dakota

(Hollywood Preview)

MGM Drama 75 mins.

(Nat'l Release, Feb. 16)

Cast: Wallace Beery, John Howard, Dolores Del Rio, Donald Meek, Robert Barrat, Addison Richards, Frederick Burton, William Haade, John Wray. **Credits:** Screenplay by Laurence Stallings based on a book by MacKinlay Kantor. Directed by Leslie Fenton. Director of Photography, Ray June. Film Editor, Conrad A. Nervig. Produced by Edward Chodorov.

Plot: Wallace Beery and John Howard, two Union soldiers, escape from a Confederate prison and while hiding out in the woods, encounter Dolores Del Rio, a Russian refugee. Dolores is fleeing with a map which she has taken from her faithless Rebel fiance, whom she shot. Howard is determined to get the map through the enemy lines to General Grant, in order to save the Union Army, so he forces Beery to lead him, as Beery is acquainted with the section, and takes Dolores along to translate the Russian in which it is written. They have plenty of escapades before Beery finally risks his life to save Grant and his regiment.

Comment: A competent job by Wallace Beery and the rest of the cast fails to lift this picture out of the filler class, due mostly to the way in which the subject is handled, as at no time does it ring true. It can be listed as average entertainment for the type of audience who like their melodrama on the "melo" side. Where Beery is popular, the film should enjoy some favor, as the picture is all Beery, and his followers will find the scene where he gets into the pantry of a house and gouges himself with food, particularly amusing. John Howard and Dolores Del Rio and the others in the cast are effective in their respective roles. Since the film is adapted from MacKinlay Kantor's widely-read novel, "Arouse and Beware," tie up with bookstores. **(ADULT)**

Catchline: "They saved the day for General Grant."

AUDIENCE SLANT: AVERAGE ENTERTAINMENT FOR MELODRAMA PATRONS.

BOX OFFICE SLANT: SHOULD DO OKAY WHERE BEERY IS POPULAR.

King Of The Lumberjacks

(Hollywood Preview)

WB Drama 61 mins.

(Prod. No. and Nat'l. Release Not Set)

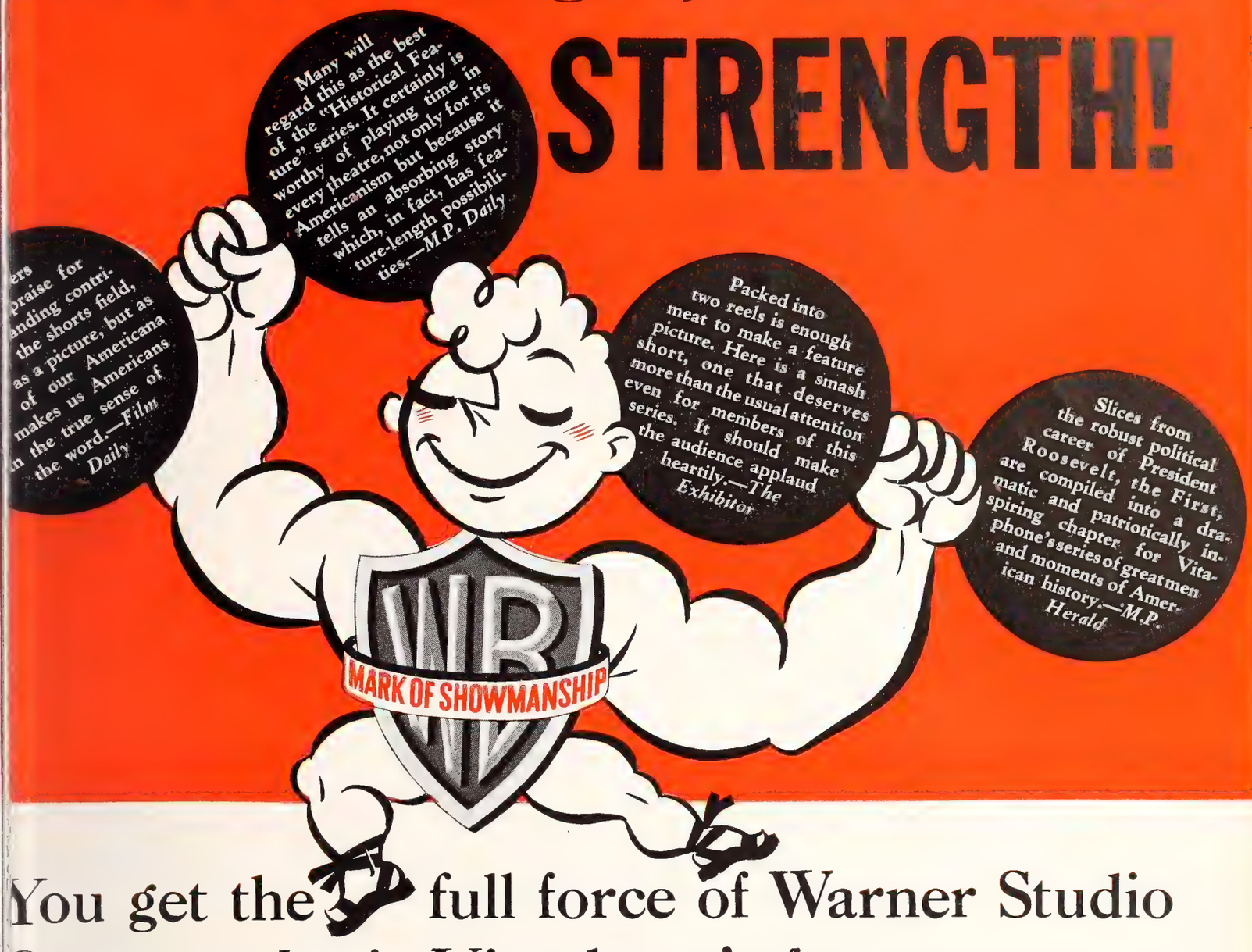
Cast: John Payne, Gloria Dickson, Stanley Fields, Joe Sawyer, Victor Kilian, Earl Dwire, Herbert Haywood, G. Pat Collins, John Sheehan, Pat West, Creighton Hale, Jimmy Conlon, Stuart Holmes, Nat Carr and others. **Credits:** Screenplay by Crane Wilbur from a story by Robert E. Kent. Director of photography, Sid Hickox. Special effects by Byron Haskin and Edwin DuPar. Art director, Esdras Hartley. Film editor, Doug Gould. Directed by William Clemens. Associate producer, Bryan Foy.

Plot: John Payne, young lumberjack, earns the friendship of his woods boss, Stanley Fields. On a lay-off he returns to San Francisco and Stanley Fields is shot by a dance hall owner in a nearby town when he defends Gloria Dickson, a young singer. She nurses him to health and marries him, despite his loss of one arm. Payne returns on their wedding day, and learns she is the former sweetheart he went to hunt. The pair try to keep the fact from Bailey. When Payne is injured by a falling tree, the girl nurses him to health.

(*Continued on page* 8)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation.

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Box Office Slants

King of the Lumberjacks

(Continued from Page 6)

G. Pat Collins, state parole officer, comes in to check on Payne, and his story enrages Fields, who slugs Payne, puts him in the caboose of a log train and lets it roll away. Gloria Dickson joins him, and when Fields sees this he just manages to save both of their lives. Fields leaves for Reno and a divorce to clear their way to happiness.

Comment: The outstanding features of this picture are speed and some fine and interesting shots dealing with the lumbering industry. Story treatment gives the major role to Fields, who does creditable work as the rough-and-ready outdoors man, while Gloria Dickson's beauty helps her smaller role. Payne's part has been held down to little more than a juvenile romantic lead. An interest arousing stunt which can be effectively used with this picture is placing a piece of knotty pine in a display window in a traveled part of town, with offers of tickets for those guessing most nearly the number of knots in this board. A natural street ballyhoo is the use of one or more men dressed in lumberjack's costume and carrying properly lettered banners. **(FAMILY)**

Catchline: "Two pals and a girl in the thrill packed timberlands."

AUDIENCE SLANT: WILL PLEASE ON WEEK-END ACTION BILLS.

BOX OFFICE SLANT: GOOD FOR THE ACTION HALF OF DUAL BILLS; WILL STAND ALONE WHERE SPEED IS A DRAW.

East Side Kids

Mono | Drama | 62 mins.

(Prod. No. 3924—Nat'l Release, Feb. 10)

Cast: Leon Ames, Dennis Moore, Joyce Bryant, Vince Barnett, Dave O'Brien, Richard Adams, Maxine Leslie, Hally Chester, Harris Berger, Frankie Burke, Donald Haines, David Durand, others. **Credits:** Directed by Bob Hill. Produced by Sam Katzman. Original story and screenplay by Robert Lively. Photographed by Art Reed. Film Editor, Earl Turner.

Plot: Ames, policeman, forms a boys club to keep the East Side Kids out of mischief, at the same time trying to find the real murderer in a crime for which a brother of one of the boys is "taking the rap." Frustrating his plans is Moore, gangster and murderer, who has returned to the neighborhood to engage in a counterfeit money racket. Ames unwittingly puts the boys to work distributing circulars, to each of which is attached a counterfeit "fin." Moore had planned the distribution to throw suspicion on Ames. However, the policeman follows several clues, and with the aid of the boys, rounds up Moore and his counterfeiters.

Comment: Poor direction and insincere performances point this melodrama to bottom-half dual spots in neighborhood and grind-run situations. At no time is the spectator convinced of other than the fact that he is watching a cast of human puppets moving at the will of the director. The story is slow to get under way, the continuity is jumpy, and not until things begin moving during the last couple of reels will audiences begin to pay close attention. In exploiting the picture, your best bet is to contact the local Y.M.C.A. and other boys organizations for cooperation. Crime prevention bureaus and women's clubs might also be brought into play. Since the boys in the picture are made Junior Police, you could form a similar club to handle traffic duties and other police assignments for a day. This should net valuable newspaper publicity. **(FAMILY)**

Catchline: "Thrilling drama set against the background of big city tenements."

AUDIENCE SLANT: AVERAGE PATRONS WILL FIND IT ONLY MILDLY SATISFYING.

BOX OFFICE SLANT: WILL NEED STRONG SELLING TO MAKE TICKET MACHINES CLICK OFTEN ENOUGH.

Women Without Names

(Hollywood Preview)

Para. | Drama | 63 mins.

(Prod. No. 3925, Nat'l Release, March 15)

Cast: Ellen Drew, Robert Paige, Judith Barrett, John Miljan, Fay Helm, John McGuire, Louise Beavers, James Seay, Esther Dale, Marjorie Main. Credits: Directed by Robert Florey. Screenplay by William R. Lipman and Horace McCoy, based on a play by Ernest Booth. Director of Photography, Charles Lang. Film Editor, Anne Bauchens. Art Direction, Hans Dreier and William Flannery. Associate Producer, Eugene Zukor.

Plot: Robert Paige and Ellen Drew, on the eve of their wedding, are arrested for murder and convicted on purely circumstantial evidence, although John McGuire, Ellen's divorced husband, is the guilty party. In jail Ellen meets Judith Barrett, a young lady who was with McGuire at the time of the murder. In order to save Ellen, Judith finally confesses, but John Miljan, an assistant district attorney seeking political favor, refuses to believe her story, as it will hurt his campaign. The two girls escape, and, with the aid of a newspaper publisher, trap McGuire into telling the truth.

Comment: Good direction and swell trouping make this picture an above-the-average offering, that should please wherever it is shown. Although made in the low budget class with no marquee names to draw them in, the film will make a nice addition to any program, and Robert Florey's direction puts him in line for bigger and better things in a cinema way. The entire cast, from Ellen Drew and Robert Paige down to the smallest bit player, handle their assignments in an able manner. Producer Eugene Zukor, with the aid of a good screenplay, has turned in a workmanlike piece of film entertainment, a stand-out in its class. Invite local prison officials and law enforcement agencies to an advance showing. House staff could be dressed as convicts. Young girls, distributing "reward" circulars around town, should attract attention. **(FAMILY)**

Catchline: "She gave up her name for a number."

AUDIENCE SLANT: AN ABOVE-THE-AVERAGE OFFERING THAT SHOULD PLEASE WHEREVER IT IS SHOWN.

BOX OFFICE SLANT: LACK OF CAST NAMES WILL IMPEDE ITS DRAWING POWER.

Double Alibi

Univ. | Mystery | 65 mins.

(Prod. No. 4034—Nat'l Release, March 1)

Cast: Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns, Robert Emmett Keane, James Burke, William Pawley, Frank Mitchell, Eddy Chandler, Cliff Clark, Robert Emmet O'Connor, Wade Boteler, Mary Treen. Credits: Directed by Philip Rosen. Associate Producer Ben Pivar. Screenplay by Harold Buchman, Roy Chanslor and Charles Grayson. Based on a story by Frederick C. Davis. Cameraman, Elwood Bredell.

Plot: Investigating a noise in her basement, the divorced wife of Morris is shot dead. Running from the scene, Morris is shot in the arm by Burke, a patrolman. Suspected of the murder because of a briefcase he left behind, Morris poses as a newspaperman while police search for him. Margaret Lindsay, columnist, in love with him, doesn't reveal his identity to authorities when she accidentally learns it. Meanwhile, Morris collects evidence and after getting it, gives himself up. He establishes a motive for the murder and points out the guilty culprit.

Comment: Not in a month of Thursdays will mystery fans guess the identity of the murderer in this fast-moving action film. It's made-to-order entertainment for average audiences, although the procedings may be a little too complicated for the youngsters. Philip Rosen's direction maintains an air of suspense and builds up to a surprising that's-the-murderer climax. Capable performances are essayed by Wayne Morris, Margaret Lindsay, William Gargan, James Burke and Roscoe Karns. Arrange an Alibi Contest in which participants relate alibis which got them out of their difficulties. Use a board in the lobby with photos of the suspects. Plan a cooperative merchant page in the newspaper, utilizing the "you'll need a double alibi if you don't take advantage of these bargains" theme. **(ADULT)**

Catchline: "The amazing case of the accused solving his own crime."

AUDIENCE SLANT: FAST-MOVING ENTERTAINMENT FOR THE MYSTERY FANS.

BOX OFFICE SLANT: IT SHOULD DO SATISFACTORILY AS A WEEK-END BOOKING.

Pioneers of the Frontier

Col. | Western | 58 mins.

(Nat'l Release, Feb. 1)

Cast: Bill Elliott, Linda Winters, Dick Curtis, Dub Taylor, Stanley Brown, Richard Fiske, Carl Stockdale, Lafe McKee, Ralph McCullough, Al Bridge. Credits: Directed by Sam Nelson. Original screenplay by Fred Myton. Photographed by George Meehan. Film Editor, James Sweeney.

Plot: McKee, owner of the Rancho del Norte, is felled by an assassin's bullet. With his death, the settlers fear for their lives. Curtis, McKee's ambitious foreman, takes over the property and prepares to rule like a tyrant. When one of the settlers, Stockdale, protests, he is murdered. His daughter, Linda Winters, urges the dead owner's nephew and real heir to the estate, Elliott, to hasten back to the ranch. Elliott returns, but is framed and jailed. While being removed to Curtis'

(Continued on page 15)

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Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Eternally Yours	Oct. 14
Fighting 69th	Jan. 27
First Love	Nov. 11
Flying Deuces	Oct. 21
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Housekeeper's Daughter	Oct. 28
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
Joe and Ethel Turp Call On The President	Dec. 9
Little Accident	Oct. 28
Mr. Smith Goes To Washington	Oct. 21
My Little Chickadee	This Issue
Ninotchka	Nov. 4
Northwest Passage	This Issue
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Three Sons	Oct. 7
U-Boat 29	Oct. 7
Vigil in the Night	Feb. 17

Lafayette Theatre Features Live Wire Promotion on Laughton Film

Live wire exploitation featured the campaign arranged by the management of the New Main Theatre, Lafayette, Indiana, for the opening of "The Hunchback of Notre Dame."

The highlights of the campaign included displays posted in the Main Reading Rooms in the Public Library, sniped with theatre playdate; the distribution of 2,500 novelty heralds at a recent High School basketball game; posting of 100 window cards in prominent downtown shop windows; an elaborate window display at Decker's featuring "The Hunchback of Notre Dame" books with appropriate cards and stills; special cards posted in all trolley cars several days before the opening; five 24-sheet posters placed in excellent downtown locations announcing attraction, theatre and playdate and special feature stories and art layouts in the *Journal-Courier* and the *Leader*.

Daves Promotes Editorial

Ralph Daves, manager of the State Theatre, Lexington, Va., performed an unusual exploitation feat recently when he persuaded the local newspaper to editorialize on the excellent selection of pictures presented by the two Warner houses in Lexington. The editorial pointed out that the two theatres had played all the pictures, except two, that were chosen as the best of the year in the *Film Daily* poll, and that these two were to be shown in the near future.

Heads Tobacco Festival

Thomas J. Simmons, popular manager of the Capitol Theatre, Princeton, Ky., was recently elected president of the Tobacco Festival Corporation for 1940. Manager Simmons gained considerable attention last year in recognition of the efficient manner in which he capably served as publicity manager of the festival.

Radio City Museum Has Disney Material Display

A comprehensive exhibit displaying detailed work done on "Pinocchio," Walt Disney's second full-length production, has been opened in the New York Museum of Science and Industry in Radio City. The showing is said to be the most complete exhibition of Walt Disney material ever assembled for public viewing.

Animation drawings, story sketches, rough layouts, backgrounds, working models of clocks, music boxes and various sound effects equipment are included in the display. Stills, photographs and text information are highlights of the showing. An attendant traces this progressive exhibit, from the first brush stroke on a drawing to the completed film itself.

Following the tour, Walt Disney short subjects are shown patrons in the museum's little theatre. It is estimated that approximately 65,000 persons pass through Radio City daily, and this particular display is said to be attracting a large number of them.

Thousands of children visit the museum each month and special attention is given this juvenile patronage in describing the various process steps of actual film creation. The exhibit is on view for an indefinite period.

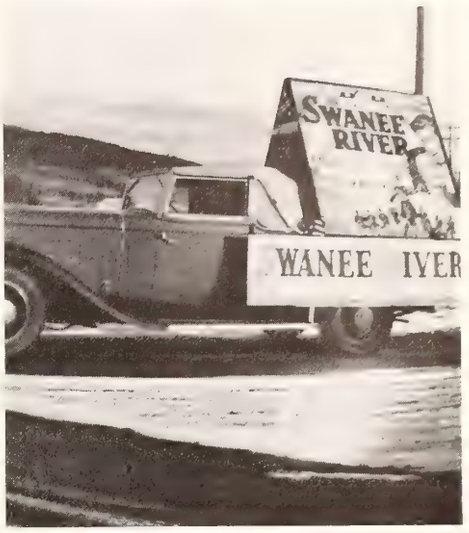
Tags on Christmas Trees

"A Child's First Love is the Xmas Tree." With that as the first line of his clever copy, Manager Marlowe Conner of the Avalon in Chicago had two thousand large tags printed in red. These tags were on every Christmas tree sold in the neighborhood of the theatre. Every home that had a Christmas tree knew that "First Love" was playing at the Avalon. Several hundred love letters were also written and "lost" so that the curious could read and learn. George Gross, assistant manager, collaborated with Conner on this outstanding bit of exploitation.



Martin's "First Love" Display

Here's the foyer display used by Manager Dave Martin for Universal's "First Love" at the United Artists Theatre, Inglewood, Calif. The miniature skyscraper was interior-illuminated and featured neon tubing on the exterior. Usherette Aileen Rasch (boss, when can we go to California?), lovely, 5 foot two, is short in comparison to the display. Credit goes to Earl Jones, Martin's aide.



Colorful Float Boosts "Swanee River" Drive

An excellent campaign for the engagement of "Swanee River" at the State Theatre, Harrisonburg, Va., was planned and executed by Manager Jack Fretwell, with the assistance of Martin Caracofe.

In advance, special letters were mailed out to over 200 ministers and school principals in the city and county, playing up the highlights of the picture as to musical and educational value and requesting that the playdate and theatre be announced to church congregations and school pupils. This activity, Fretwell reports, resulted in many theatre parties and had much to do with the picture showing three hold-over days, with the last day outgrossing the opening.

One of the outstanding features of the campaign was a float made up of two 6-sheets and special art work and mounted on an automobile (see photograph). A public address system, consisting of a record player and microphone, was installed to play the musical numbers from the picture. At frequent intervals announcements were made plugging the playdate.

The float was driven through the city and into several adjoining counties, timed to reach schools just as the children were being dismissed. Various factories were also visited just as employees were getting off work. At night, the float was parked in the heart of the downtown section as a last-minute reminder for the public to be sure to see the Technicolor special. In every instance, it attracted much attention.

"Swanee River" broke all records at the State, in spite of unseasonal zero weather and heavy snow. And little wonder, in view of that swell campaign!

Christmas Party for WB Chicagoans

Old St. Nick had nothing on the Warner Club in Chicago. A Kiddie Santa Claus Party was held on the Wednesday preceding Christmas in the club rooms in the main office. Free ice cream, animal crackers, Christmas candy, favors, toys and gifts, besides a five-act entertaining show was featured. As the extra attraction in true holiday spirit was the added gift of thirty-five minutes of cartoon short subjects. All children of members or relations of members were the guests.

Program Exchange

Thomas di Lorenzo Makes Every Week a Special Occasion; That Valentine in Cinemag—Oh Boy!

What a healthy lot of programs we received this week! And speaking of health, we hope that members are taking a little time from program activities to get out and cavort in the sunshine (or in no sunshine) and in the snow (or not in the snow) as the case may be. That famous Chinese philosopher say: "Program Exchange member who work too hard may be too tired to exchange programs." So work a little, play a little, look for new ideas (you'll find some here if you follow this column every week) and exchange regularly.

Now that that pep talk is off our mind, we're going to dig right into this big batch of programs. Closing our eyes, we choose. And up comes some material from W. S. Samuel, manager of the Rex Theatre, Arp, Texas. We've always wanted to ask you, Mr. Samuel—how did Arp get its name? We've heard of Plentywood, Montana, and Powell River, British Columbia. Perhaps the latter isn't so unusual, but take the case of the community down in North Carolina. The citizens were searching for a suitable name, so someone suggested "Why not name it after a famous celebrity?" "Yes, why not?" chimed in another. And so the town is now known as Whynot.

Gosh, looks as if we had gotten off the main subject. Anyway, small cards were distributed to Arp residents, with this copy: "Have you heard the one about The Housekeeper's Daughter?" This provocative stunt was in addition to Samuel's usual weekly and monthly programs. In his weekly issue, the Rex manager takes space to plug his newsreel by listing the "latest world events." That's a smart idea, and if you'd like to try the same thing, you can keep up to date by referring to the "Newsreel Synopses" column in STR every week (not an advertisement). We're going to take our leave of Arp now, and head for New Paltz, New York.

Last week we illustrated the front cover of one of the programs issued by Thomas di Lorenzo, manager of the New Paltz Theatre. As stated in the caption, di Lorenzo took his cue "from ideas found in your column." On that occasion, he presented the "week of stars," featuring such personalities as Marlene Dietrich, Sonja Henie, James Stewart, Warner Baxter, Alice Faye and Gene Autry "in pictures alive with entertainment for your pleasure."

This week we show you another sample of di Lorenzo's cover (*see reproduction*). It's "Happiness and Laugh Week" this time,—"seven days of laughter and gayety to bring joy and happiness to young and old." We don't know what future weeks will bring, but there's "Collegiate Week," and then perhaps "Matrimonial Week" (for films of a domestic nature) and "Action Week," etc. In other words, every seven days will bring "something special" to New Paltz patrons. You might take a tip from di Lorenzo and enliven your programs with "something special" too.

Down in Arkansas—Paragould, if we must be specific—Bill Justice really took St. Valentine's Day to heart. And we don't blame him a bit. On the front page of Cinemag was a two-column photograph of lovely Lana Turner perched, with her bow and arrow, on a large heart across which she had written "Will you be my valentine?—Lana." Who could resist? The photo certainly conveyed the spirit of St. Valentine's Day and at the same time appropriately livened the front page. Incidentally, Cinemag is using that "Movie Star Home State Quiz" service, which consists of a two-column mat of a Warner Brothers star or featured player, together with a list of eight questions, and an outline map of the state from which she or he comes. If you haven't seen any of these mats, look through a Warner press book, or write to your nearest Vitagraph exchange for information.

Choosing again, we pick up a program from Michael J. Carroll, manager of the American Theatre, Bridgeport, Conn. Featured is "Destry Rides Again," the attractive art of which hits the program holder right between the eyes. "I Want Law and Order" is the headline, and below this: "And I want my man Alive." The art work throughout Carroll's weekly house organ is excellent, and his selection of catchlines is commendable. According to his recent report, the American Theatre manager distributes 2,000 programs weekly, some in the theatre and some house-to-house.

Enos Langrell, whose Reese Theatre at Harrington, Del., is "where the young folks go," prepared a special handbill for "the biggest triple stage and screen show ever offered to lower Delaware and Maryland theatre fans." The program consisted of Charlie King's Crazy Cowboys, "The Cisco Kid and the Lady" and "The Flying Deuces." Sounds like a great show for the family, and we'll bet every family was there if Langrell distributed all those handbills.

The Reminder, published for the Wallace and Rose Theatres, Levelland, Texas, has its own dictionary—a column in which humorous definitions of certain words are given. For instance, the definition of "Politician" is "a bird who rocks the boat himself and persuades everybody else there's a storm at sea." And here's a swell Safety Slogan in the same issue: "One reason why there are fewer train wrecks than auto accidents is due to the fact that the engineer seldom, if ever, tries to neck the fireman."

Before we call it a day, we'll quote Tom Pringle's latest slogan: "The ABC of driving is Always Be Careful." And the SWYSRO of this department is: "Stop When Your Space Runs Out." So, stop we will.



He Honors "Laugh Week"

This is another of those "something special" front pages that make the weekly programs of the New Paltz Theatre, New Paltz, N. Y., a new and different experience for program recipients every seven days. Thomas di Lorenzo is manager of the New Paltz. His idea is one that other members should seriously consider.

Member Added This Week

Harold E. Elley, Royal Theatre, Versailles, Mo.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....

Showmen's Parade

ALVIN HENDRICKS, assistant to HOWARD FEDERER, general manager of Nebraska Theatre, until last July, has returned to this post following a leave of absence.

RAYMOND BRUCE has been appointed manager of the Capitol Theatre, Hillsborough, N. H., succeeding O. JONES, who resigned because of illness.

L. L. ETCHISON, formerly manager of the Joy Theatre in Dallas, Tex., has been transferred to San Antonio to manage the new Joy Theatre in that city. DOYLE DAVENPORT, formerly at the Warner Theatre in Oklahoma City succeeds ETCHISON in Dallas.

DON REILLY, manager of the Warners' Plaza, Sandusky, O., prior to its sale to the Seitz interests, has been appointed assistant manager of the Hippodrome in Cleveland, succeeding NORMAN WHEATON.

JACK A. FARR, formerly manager of the Queen Theatre, Victoria, Texas, is now serving in the same capacity in the newly renovated Rita Theatre in the same locality.

LLOYD BOREING has been promoted from assistant manager to manager of the Babcock Theatre, Billings, Mont., by RICK RICKETSON, general manager of Fox Intermountain Theatres. Other changes announced at the same time were as follows: DON DUNGAN, city manager at Montrose, Colo., has been promoted to the same position in Delta, Colo., where he succeeds IKE BYRNE, who goes to Las Cruces, N. M., succeeding ED NELSON, appointed manager of the Hiawatha, Denver. VERN FLETCHER, city manager in Billings, Mont., goes to DUNGAN'S post in Montrose. GERALD WHITNEY, city manager at La Junta, Colo. goes to Denver as manager of the Gothic and Jewel Theatres, RALPH HAMILTON and ED WARD, the present manager staying on as assistants. ELWOOD VOORHEES, city manager at McCook, Neb., goes to La Junta and RAY SEARCH, assistant in McCook takes over the managership.

THE BIGGEST RE-ISSUE OF 1940



BECAUSE

IT IS THE EPIC OF THE "SHARECROPPERS"

IT IS THE STORY OF THE "OKIES"

KING VIDOR'S

OUR DAILY BREAD

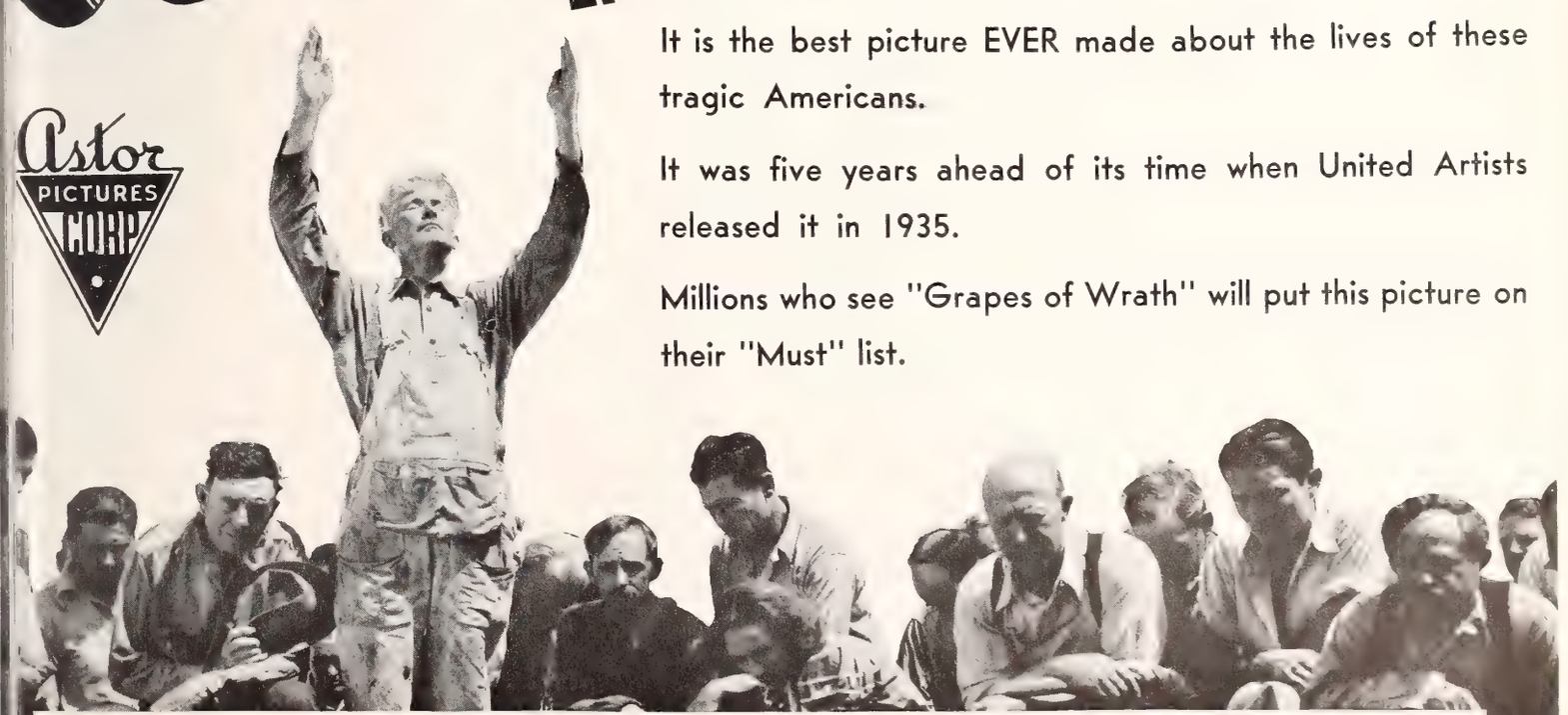
EPIC OF THE SHARECROPPERS

Astor PICTURES CORP.

It is the best picture EVER made about the lives of these tragic Americans.

It was five years ahead of its time when United Artists released it in 1935.

Millions who see "Grapes of Wrath" will put this picture on their "Must" list.



R. M. SAVINI
President

ASTOR PICTURES CORP.
130 WEST 46th ST. NEW YORK CITY

O. K. BOURGEOIS
Sales Manager

Day of Rabbits Is On Way, So Prepare For It

Has That Old Devil Winter Got You? Loosen Its Grip With a Big Easter Campaign

DO you feel old, stiff and worn down at the heels? Are you longing for Spring to come? Well, brother, you are not alone. Most everyone else, except those basking in the warm Florida or California sun, feel the same way. Confidentially—we're stale. The cold winter months (and there'll be many more cold and snowy days before Spring officially arrives) have kept us all bundled up when we go out, or have kept us close to the fireside, thereby sapping our energy.

By the way, this is not a health article. It's just the method we've used to introduce you to the fact that it won't be long until Easter arrives, and with it, well, at least a few days later, will come good old Spring. Now if the weather has been particularly blustery and cold in your locality, it's safe to say there are many citizens who have hugged the fireside for the past several months, never venturing to emerge lest they get icicles on their noses. They'll be peeping out soon, and when they do, you'd better be sure they make straight for your theatre.

Easter, according to the calendar (although one can never be sure any more), comes this year on March 24. That's the day when you step out of your Winter lethargy and welcome dear old Spring. Open up the old opera house and give it a complete airing. Stand in the window and take a few deep breaths, yourself.

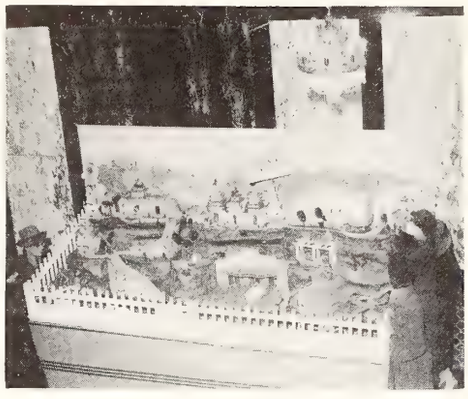
There's Money to Spend

There'll be money to spend among these people leading the Easter parade, and your theatre is as good a place to spend it as any other amusement place. Get busy on institutional selling. Let them know that you feature the best in entertainment; that your theatre is comfortable, and that Easter is the time to get back into the theatre-going habit. You don't have to follow a particular formula just so long as your campaign is composed of the activities that naturally will draw attention to your house as the most popular place in town.

Some folk will be all decked out in Easter finery, while others will take from the closet their last year's wearing apparel and send it to the dry cleaners. Wouldn't it be wise to imprint your message on the garment bags, and perhaps promote a cooperative ad from the local dry cleaner in the newspaper? And why couldn't your announcement be on the both sides of the company's fleet of delivery trucks? Well, why not? You won't know unless you get busy now to see if it can be done.

Almost every picture these days, with the possible exception of those with all-male casts, contain fashion tieups. Surely you can plant fashion stills from your Easter attractions in the windows of department stores. "If you dress as smartly as (name of star)," the tie-up copy might read, "you'll be at the head of the Easter Parade. And if you want to do what your neighbors will be doing on Easter, see the show at the Blank Theatre."

Local transportation facilities, such as street cars, buses, taxis, etc., should be contacted for cooperation. Tie-up signs in these vehicles should be to the effect that Mr. and Mrs. Average Person can enjoy the Easter parade without having to walk in it by riding any of the public conveyances. And, of course, you'll get something in there about riding to the Blank Theatre. Arrangements might be made to issue tickets to the public which will permit those who wish to take advantage of the opportunity to ride free to your theatre on Easter. Likelier than not transportation officials, for the publicity they'll get, will go for the idea without involving any cost on your part.



Innovation In Easter Displays

A typical example of a splendid Easter display is that illustrated above, used for the occasion last year by Manager Lester Pollock of Loew's Rochester Theatre, Rochester, N. Y. Patterned after the N. Y. World's Fair grounds, intricate details of various buildings were carried out. Six live white bunnies capered in and out from one building to another. If it's an innovation in displays you'd like to achieve, why not follow this pattern? You'll be timely, for the Fair is to be continued.

Still old, but as good this year as it was when inaugurated, is the annual Easter Egg Hunt. If you've refrained from staging this stunt heretofore, now is the time to start it. To begin with, you'll need the cooperation of the newspaper for valuable publicity. Then, from a poultry dealer promote the eggs you'll need for the Hunt. (If you carelessly book a poor attraction for Easter, you might use the egg it lays.) After you get the "ovals," the next job will be to paint them in a variety of colors. If possible, stencil the name of your attraction on each egg.

Although you can issue plenty of guest tickets as prizes, it would be best to try to get merchants to donate prizes, too. Either they could each take a separate ad tieing it with the affair, or you might persuade them to go together and use a single- or double-truck display.

You need have no worry about "cooking up" copy for your Easter trailers. The trailer companies will have them available in many styles and with several variations of copy. It will be easy to find just what you want. Your trailer should be projected from about two weeks before Easter right up to the night before.

Either of the telegraph companies, since both have special rates for Easter Greetings, ought to be willing to permit you to send greetings on behalf of your theatre. In exchange for the company's cooperation, you could give them space in the lobby, even going so far as to set up telegraphic equipment with an operator to take messages from those who desire to send them. Relative to the greetings sent to patrons, be sure a good plug is carried for the attraction.

For an effective lobby display, why not use a live bunny, surrounded by large eggs stamped with coming attractions? Or perhaps the lobby and foyer could be brightened with a profusion of flowers and palms to suggest the breath of Spring. Incidentally, before we forget it, the Saturday matinee before Easter could be designated as "Easter Rabbit Matinee," with a few bunnies awarded as prizes to lucky boys and girls. A contest might be conducted to find the best dressed boy or girl, in which case you'd be sure of garnering extra newspaper publicity. For souvenirs, promote candy Easter eggs from a local confectionery shop.

As a goodwill gesture, donate your theatre for Easter Community Services. And it would be a smart idea, too, to set up a checking room service for Easter shoppers.

Always appropriate at this season of the year is a Style Show, with members of, say the Junior League, serving as models. If an undertaking of this calibre is to be successful, it is imperative that you have the wholehearted support of the merchants and the newspaper. With a little effort, you can make it the high spot of your campaign.

While the suggestions we have made here concern stunts that have been tried and proven effective, we nevertheless realize that a majority of showmen will have ideas which they will be using this year for the first time. Those ideas, used in conjunction with our suggestions, should start you off on a prosperous Spring and Summer season.

Legionnaires Aid In Selling "Fighting 69th"

An effective stunt which helped "The Fighting 69th" to record business at the Victory Theatre, Dayton, Ohio, was used by Manager Elmer Radelle who, prior to the film's opening, screened the picture for members of the American Legion.

The Legionnaires were so enthusiastic that through their efforts the local Post's box car and engine were obtained and paraded through the streets of Dayton, attracting a great deal of attention.

Five additional trucks were used, covering 15 towns within the metropolitan area. Theatre copy was carried on banners hung on the car and trucks.

Money Dates

MARCH

24th

EASTER SUNDAY. See top of this page how to get the crowds for this day.

25th

MARYLAND DAY. State Holiday. Theatres in that state should participate in all local celebrations and make a real holiday of it.

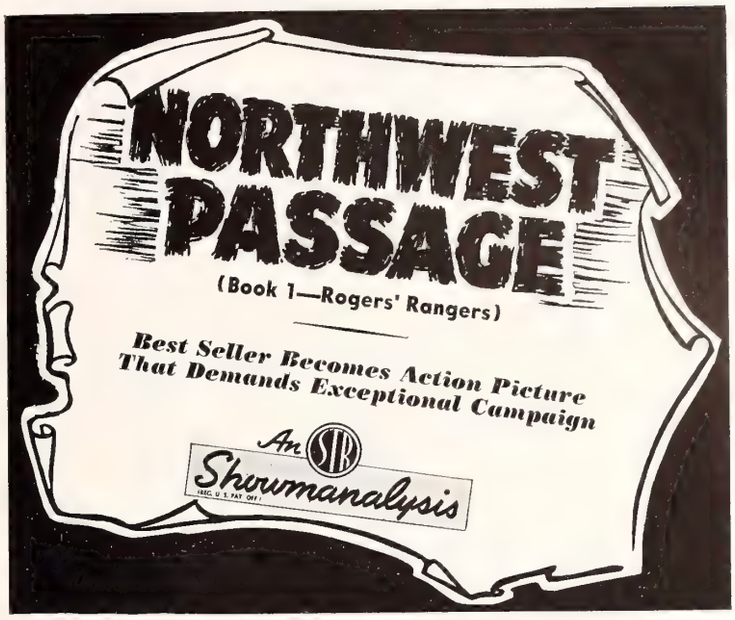
28th

SAVANNAH, first American steamer to cross the Atlantic, left New York in 1819. If you have booked "Little Old New York" for showing around this time, this event makes an excellent tieup.

30th

ALASKA PURCHASED BY U. S., 1867. This is a good time to play a short travelogue dealing with what was once known as "Seward's Folly." Vitaphone's "New Horizons" is truly appropriate. Get anyone who has been to Alaska to write for the newspaper in connection with the showing.

BASEBALL WEEK. Sponsored by the Sporting Goods Dealer, St. Louis, Mo. The baseball season will start in full swing soon. Put out some major league schedules with your name on them. Play some short subjects dealing with baseball. Offer prizes for the best team in the local league during the coming season.



ASIDE from the fact that "Northwest Passage" is based on the famous best-seller by Kenneth Roberts, there are other reasons why it is one of the most exploitable films in a long time. Spencer Tracy heads the splendid cast for one thing, and his excellent performances in many past hits, one of them winning him an Academy Award, has made him a favorite with the majority of theatregoers. Next, the picture has been photographed in Technicolor, a fact that adds strength because, in STR's recent exhibitor poll, 77 percent of the exhibitors agreed that Technicolor adds to box office value. Then, too, "Northwest Passage" is an action picture, and if anything is made to order for the masses, it's screen fare with an abundance of action.

Now if those reasons aren't enough to justify any smart showman in going out and exploiting the picture to the skies, then somebody's been kidding us all these years, and our own experience in show-selling must have been a pipe dream!

Start off on the right track. You don't have to stop and think of something unusual to do while other methods of advertising and ballyhooing go by the board. Begin, just as soon as your playdate is set, to put into work every suitable idea you can think of; the more, the better for you. Get an attractive display in your lobby; a look at the press book will give you innumerable suggestions. Get out the paste bucket and the claw hammer, and send the boys out with posters and window cards to plaster the entire county. Add a few extra inches to your current ads with announcements of the picture coming to your theatre. Run an announcement trailer for a while, and then replace it with the regular trailer a week before playdate. All these suggestions may seem simple, and they are; but you can be putting them to work and having the town on its toes whereas otherwise you might be trying to think of an unusual stunt without any success.

"Do You Know?" Column Useful

Perhaps you've paid little attention to the "Do You Know?——" column which appears in the publicity section of every MGM press book. If so, now's the time to make this column mean extra dollars at the box office. If you put out a house program, some of the items can be printed in it. And if the newspaper editor isn't too hardboiled, perhaps you could get him to use some of them as fillers under the heading "Do You Know?——." Of course, you wouldn't go wrong by using each item as a box in the newspaper, one to a page, a few weeks ahead of playdate. They may be small, but they're interesting and readable, and each one read means a patron for your engagement.

That you should tie up with libraries, book shops and schools goes without saying. Bookmarks are available as giveaways, so make use of them. Tieups might be made with school history classes whereby copies of the Kenneth Roberts novel would be awarded to students writing the best essays on the history and development of the Northwest. As a matter of fact, regardless of the nature of your contests, copies of the book will serve as excellent awards—awards that will be treasured and that will keep your playdate before the collective mind of the recipients.

Some of the residents around town possess, or know where they can get, muskets, powder horns, Indian trinkets and other articles that were in use at the time the action in the story takes place. Conduct a search for these articles through newspaper announcements, notices in your house programs, etc., and place them on display in the lobby or in a prominent store window. If displayed in the lobby, an attendant dressed in buckskin clothing could explain their history to patrons, and distribute heralds.

There's a swell two-column sketch of Spencer Tracy (Mat 892 S-200) in the press book's publicity section. Have copies of it made and distribute them to grade and high school students for a city-wide sketching contest. You should specify that all sketches, to be eligible for prizes, must be done in colors, with crayons or paints. By conferring with the school superintendent, you may be able to make this stunt a classroom assignment in every school.

Since this will be a big travel year in America inasmuch as ocean voyages to most foreign ports have been curtailed, "Northwest Passage" gives you the opportunity to conduct a "see America first" campaign. Arrange with bus and railroad companies for window displays suggesting prospective vacationers this summer take a trip to the Northwest. Possibly a trip to this section of the country, to be taken at the winner's discretion, could be made the prize in a contest dealing directly with the picture.

Concentrating on Spencer Tracy, try to get stills of scenes from his past successes, and utilize them in a lobby display which implies that, although he has been seen in many outstanding productions, he hits a new high in screen fame with his role in "Northwest Passage." Dominate the setpiece with action stills from the latter film.

A street stunt that should draw plenty of attention consists of having three men, dressed in costumes simulating the buckskin outfits worn by the male characters in the picture, constantly appearing in various business establishments; that is, one man in a store at a time. Announce beforehand that these men will be "Rogers' Rangers"; that each will have a number—one, two and three. No one will know which is which. But when a person (if he or she is lucky enough) stops "No. 1" and says "You are Rogers' Ranger No. 1," he or she receives a card which states that "No. 1" has been tabbed. On presentation of this card to "No. 2," the person receives another, showing that he has tabbed "No. 2." Both cards must be presented to "No. 3," who thereupon will give the lucky man or woman, boy or girl, a free ticket to see "Northwest Passage." The men must be tabbed in rotation—1, 2 and 3—before a pass is awarded.

Rogers' Rangers was an indomitable band of fighting men. They had to be deadly marksmen, or be the victims of Indians. In connection with this fact, get one of the stills showing Tracy, Robert Young and Walter Brennan poised with their guns, ready to shoot. Make a blowup of it, and use it as the background for a lobby or foyer stunt in which patrons try their marksmanship with rifles shooting blank shells. If this isn't feasible, you might use archery equipment, basing the stunt on the fact that the Indians, with their bows and arrows, were pretty good marksmen themselves.

Of interest to the ladies is an article appearing in the publicity section of the press book. In it, Walter Brennan makes the declaration that character actors make the best husbands. This may be a blow to those women who yearn for men like their favorite screen heroes, and they'll probably be in a mood to accept your invitation to write letters on whether or not they agree with Brennan; not that they actually know, of course.

Just as local men and boys have built model airplanes and sailing boats for other films, so can they compete in a canoe-building contest. The manual training or handicraft classes of schools could construct miniature canoes as regular classwork.

While we think of it, imprinting your playdate copy in red over pages taken from a copy or copies of "Northwest Passage" would be an excellent way to focus interest on the picture.

Most people like to study maps. During the current European crisis, many theatres have kept maps on display in their lobbies, showing developments. Taking the one illustrated in the exploitation section of the press book, you either have it blown up or have your artist reproduce it. The "northwest passage" could be outlined in red; that is, red tissue or cellophane could be placed behind the route, with electric lights on the back of the display providing illumination.

Place arrows on telegraph poles, fences, etc., pointed in the direction of your theatre. Distribute tire covers to taxi companies or place announcement cards inside each cab. Get newsdealers to insert heralds in magazines, especially thrill and adventure publications. Have members of your staff canvass schools during recess and dismissal periods distributing novelty Ranger cloth caps or Indian head bands. If you can find a cigar store Indian (they're mighty scarce now), display it with this caption: "He's quiet now—but wait 'til you see him in action in 'Northwest Passage.'"

We need only mention the 24-sheet. When you see it, you'll know what to do. Keep "Northwest Passage" constantly before the collective mind of the public and you'll have the public making a path to your box office.

Screenplay by Laurence Stallings and Talbot Jennings. Based on the novel by Kenneth Roberts. Directed by King Vidor. Producer, Hunt Stromberg.



Get the kiddies enthusiastic about your attraction, and you've got the support of adults, too. Shown here are some novelties (a feather bookmark, Ranger Club card and child's head band with Indian feather) which, if utilized, will do much to keep interest in your engagement at a high pitch. See the press book for details on ordering them.



An SRB Showmanalysis (REG. U. S. PAT. OFF.)

Every Exhibitor West of the Atlantic Can Conquer New Exploitation Fields With It

WHEN it was announced a few months ago that Mae West and W. C. Fields were going to appear in the same picture, there was a lot of speculative comment from one end of the country to the other. Some declared there would be a battle royal when these two got together. Others were anticipating the fun that was sure to be their lot when they saw these celebrated figures in the same picture.

What smart showmen thought about, however, (and what is to be realized as soon as individual playdates are set), was the box office power of such a unique combination. And they thought, too, about the big campaign they were going to effect to make certain that every available patron would be lured to the box office.

If you're one of those showmen, undoubtedly you have part of your campaign already mapped out. If you haven't gotten around to it, now is the time to get busy, for chances are your playdate will be rolling around before you know it.

Plug away at this first-time-together combination two or three weeks ahead of your playdate. Simply the words, "Mae West and W. C. Fields Together for the First Time," printed in large block letters on posters and window cards, will set the town talking. Use the same line in your current ads. In your teasers, copy such as "she was looking for new Fields to conquer . . . and he was out to tame the wild West," along with the "together for the first time" line, should create plenty of interest. Hand out teaser heralds to patrons entering or leaving the theatre, and distribute them house-to-house.

For an advance teaser lobby display, we suggest cutouts of West and Fields, with the main catchline reading: "Come Up and See Us Sometime (Soon or Playdate)." First, the word "Me" should be printed, then crossed out by an "X," with the word "Us" appearing in large type just above the crossed-out "Me." This display, of course, should be supplanted by a larger and more elaborate set piece about a week before your playdate.

Using the small thumbnail caricatures of the two stars, take the red "boxes" to be found throughout the press book publicity section and plant them (if you can) in the newspaper, or use them as fillers for your program. If your teaser campaign begins far enough in advance, it would be an excellent idea to use these "boxes" as teaser ads, one to a page. They may also serve as inspirations for a contest in which readers supply their own quips, the cleverest and most original to receive prizes of cash or guest tickets.

For a herald, have your message set up in graduated style like that of the regular eye-test chart used by optometrists, headed: "No matter how good or bad your eyesight, you'll be all eyes when you see (and then into copy about the picture.)" The first line, of course, should be quite large, while the last line should be as small as possible. Then, too, the length of each line decreases as the type gets smaller.

If it's something you seldom do, then stenciling the sidewalks around town should by all means be an activity in your selling of "My Little Chickadee." We recommend, of course, that you use the small cartoon caricatures of West and Fields, your artist enlarging them suitably for this purpose. Have your stenciling brigade do their work at night when the streets are more or less deserted, so that they can work without interruption. And be sure you have permission from civic authorities to do this job, too. A variation would be to have snipes made up, which could be pasted on the sidewalk curbs at all street intersections.

Surely there must be at least two people—a man and woman—who can be made up to resemble the two stars both in looks and in attire. Get them to move around the downtown section, with a comedy photographer at their heels. Occasionally the couple stops and poses, while the photographer busily "sets up" his paraphernalia. When a crowd has collected, he throws a cloth over the camera. On this cloth is a plug for your attraction.

Soda fountain managers might be induced to concoct a drink to be known as a "Chickadee Cocktail" in honor of the attraction. "You'll get double pleasure when you taste one of our 'Chickadee Cocktails' and you'll have twice the fun you've ever had when you see Mae West and W. C. Fields in 'My Little Chickadee,' etc." That's a sample of the tie-up copy you could use, and you can probably think up some other good lines.

For an unusual display in a merchant's window, or in a vacant window, for that matter, provided it is in a prominent location, place a parrot borrowed from the zoo or pet shop. Set up a "Book of Wise Cracks" in front of him, and on an attraction card near this display should appear copy like this: "I used to know all the answers, but now that Mae West and W. C. Fields have been teamed in 'My Little Chickadee,' it keeps me busy trying to find wisecracks better than theirs." Cutouts of the two stars, as well as stills from the picture, should be included in the display.

In front of a large lobby setpiece on "My Little Chickadee" have a girl in shorts or bathing suit doing her daily "work out" on a rowing machine. The accompanying explanatory copy should read: "She's rowing to keep in shape so she can withstand the laughs when Mae West and W. C. Fields get together in 'My Little Chickadee,' etc."

Have a man lead a blanketed donkey around town, with this copy imprinted on the blanket: "Mae West and W. C. Fields together for the first time in 'My Little Chickadee' doesn't mean a thing to me . . . but you know what I am."

In the ads you'll find catchlines that "pun" the star combination. For example, that one about "new fields to conquer" and "out to tame the wild west" is excellent. With a girl attendant in charge, a table and book should be set up in the lobby. Patrons could write in the book puns they believe to be amusing and which relate to either the teaming of the stars or to some phase of the picture itself. This idea can be used as a newspaper contest, too, possibly on the classified page.

If there's a radio station in your town, be sure to announce your playdate. A voice resemblance contest might be held in which men and women, who believe they can, attempt to imitate the voices of West and Fields. Instead of referring to the contestants by name, the announcer could give each a number, and ask listeners to phone in the numbers they believe give the best imitations. Cash prizes should be given the two winners, with guest tickets going to the runners-up.

You have the opportunity to arrange displays with local milliners or department stores on Mae West hats. Likewise, the W. C. Fields doll, carried by most dealers, is the means by which you can promote special windows, ventriloquist contests, etc.

Those figures of the two stars on the 24-sheet can be cut out and used as the main elements for marquee, lobby or sidewalk displays. They can be animated by your electrician so that the figures move their arms. You'll realize the importance of this effect when you see the poster.

Original screenplay by Mae West and W. C. Fields. Director, Edward Cline. Produced by Lester Cowan.



This sketch is available as a two-column publicity mat. Why not blow it up into a large display, with stills placed here and there? Or perhaps you'd rather make it the basis for a coloring contest in the newspaper or in your house program.



Here's a display that's sure to give the boys a big laugh. As illustrated above, a man sticks his face into the opening. What he sees in a mirror spotted across from the display is himself in Mae West's arms. For on the other side, the artist has painted Miss West beside the figure of a man, the face having been left out. Your patrons supply the face.

The Box Office Slant

Pioneers of the Frontier

(*Continued from page* 8)

hideout, he escapes, and later kills Curtis in a blazing gun fight. The rest of the gang surrender.

Comment: Bill Elliott has no guitar and probably couldn't sing if he wanted to, but he's as quick on the draw as a crowd of women entering a bargain basement. He never misses, though the gunfire of the western gangsters always does. Western fans who aren't too critical these days, and who believe "Wild Bill" when, after shooting up the town, he says, "They call me 'Wild Bill,' but I'm a peaceful man," will get their full measure of thrills and excitement. And Linda Winters' modern hairdress, plus the availability of safety matches, must have made living during lawless frontier days a little bearable. Dick Curtis is so cruel a menace the fans will start hissing at least two minutes before he appears on the scene. Director Sam Nelson keeps his story moving, and makes it so entertaining that despite any implausibilities, one finds himself enjoying it. If there is an old pioneer or descendant of one in your town, his stories should make good newspaper material. Get newsstand dealers to slip inserts in western and adventure story magazines. Since many interesting stamps were issued during pioneer days, get local philatelists to permit you to place them on display. **(FAMILY)**

Catchline: "Bullets blaze the westward trail of empire."

AUDIENCE SLANT: DYED-IN-THE-WOOL WESTERN FANS WILL BE PLEASED.

BOX OFFICE SLANT: IF WESTERNS DRAW IN YOUR TOWN, COUNT THIS ONE IN.

Gambling On The High Seas

(Hollywood Preview)

WB Drama 58 mins.

(Prod. No. Not Set, Nat'l Release Not Set)

Cast: Wayne Morris, Jane Wyman, Gilbert Roland, William Pawley, John Litel, George Meader, Roger Pryor, Harry Shannon, Al Shean, Creighton Hale and others. **Credits:** Original screenplay by Robert E. Kent. Director of photography, L. William O'Connell. Art director, Hugh Reticker. Film Editor, Frederic Richards. Dialogue director, Harry Seymour. Directed by George Amy. Produced by Bryan Foy.

Plot: Gilbert Roland, owner of a gambling ship anchored outside the three mile limit, carries on his illegal business through a combination of bribery and gangsterism. Roger Pryor, his assistant is forced to sign a confession linking Roland to the killing of Creighton Hale, an absconding gambler and Murray Alper but George Meader, secretary to the district attorney, sells him the signed confession. Wayne Morris, a newspaper reporter, with the aid of Jane Wyman, Roland's secretary, interests the U. S. Attorney, John Litel, and secures photographic evidence that the tables are crooked, but Roland kidnaps the girl, whose evidence is also necessary to get a conviction. Morris walks back into their trap and Federal operators rescue the pair and wreck the gambling ship. Roland is convicted.

Comment: Here is a fast moving melodrama with a few elements of surprise in its plot, which counts on constant action and the merest shadow of romance to sell it to the audiences which demand speed with their cinema fare. Wayne Morris walks through his role and Jane Wyman has little to do, Gilbert Roland's well underplayed gambler and John Litel's U. S. District Attorney definitely earn the acting honors. It's a good supporting feature and a single leader in those locations where action is the one requirement. In the lesser roles, William Pawley's minor gangster and George Meader's work as the secretary who sells out, are excellent. A lobby poster showing blown-up headlines of the long drawn out battle between the Federal and State authorities and gambling ships off the Florida and California coasts, offers top exploitation value for this offering. If there is a college or junior college in your city, plan a contest with small prizes with the school papers, for pre-legal students dealing with questions of law governing gambling on the high seas. Your newspaper editor might be interested in an interview or series with local law enforcement officials, covering thrills in cases in which they took part. **(FAMILY)**

Catchline: "A fighting Federal attorney proves where there's a will there's a law."

AUDIENCE SLANT: CONSTANT ACTION MAKES THIS ONE OKAY FOR LESS CRITICAL AUDIENCES.

BOX OFFICE SLANT: NEITHER CAST NAMES NOR TITLE PROMISE ANYTHING OVER AVERAGE BUSINESS.

Murder In The Air

(Hollywood Preview)

WB Drama 58 mins.

(Prod. No. Not Set—Nat'l Release Not Set)

Cast: Ronald Reagan, John Litel, Lya Lys, James Stephenson, Eddie Foy, Jr., Robert Warwick, Charles Brokaw, Helen Lynd, Frank Mayo, Paul Panzer, Selmer Jackson, Victor Zimmerman and others. **Credits:** Original screenplay by Raymond Schreck. Director of photography, Ted McCord. Art Director, Stanley Fleischer. Film editor, Frank Magee. Directed by Lewis Seiler. Associate producer, Bryan Foy.

Plot: Ronald Reagan and Eddie Foy, secret service agents, are sent by their chief, John Litel, to follow through a spy case. Ronald Reagan impersonates a much-wanted spy who was killed in a train wreck with $50,000 in a money belt. He contacts James Stephenson, who engages in espionage under cover of the presidency of a society of "loyal naturalized Americans." Lya Lys, wife of the dead spy, traps Reagan, but Foy captures both her and Charles Brokaw, Stephenson's assistant. He finds the ring plans to wreck a navy blimp testing a new protective measure, with Victor Zimmerman, secretary of a League of Nations official, the actual leader of the ring. A storm at sea prevents the test, Brokaw escapes to warn Stephenson and Zimmerman but the invention's value is proven when it is used to blow up the plane the spies are using to escape through stoppage of its electric current.

Comment: A timely action offering in this producer's secret service series, tying in with the invention of a Kansas farm boy reported some months ago that kills any motor operating by electricity through counter-waves, this has more exploitation value than most of its type. Check your newspaper files for the dispatches covering this, blow them up for a lobby display and stress them in your ads and publicity. A display to start them talking can be arranged by setting a model plane at one end of your lobby and at the other end an apparatus which sends out a buzzing sound. Hook a deferred switch to the plane so that when your patrons turn on the second machine, the propellers stop turning a few seconds after the other's buzzing commences. Ask your patrons to explain how this is accomplished. Reagan, Litel and Stephenson earn the acting honors, with Eddie Foy and Lya Lys figuring in a very minor frustrated romantic touch. If there have been any recent cases in your territory covering espionage, feature these also in your lobby display.

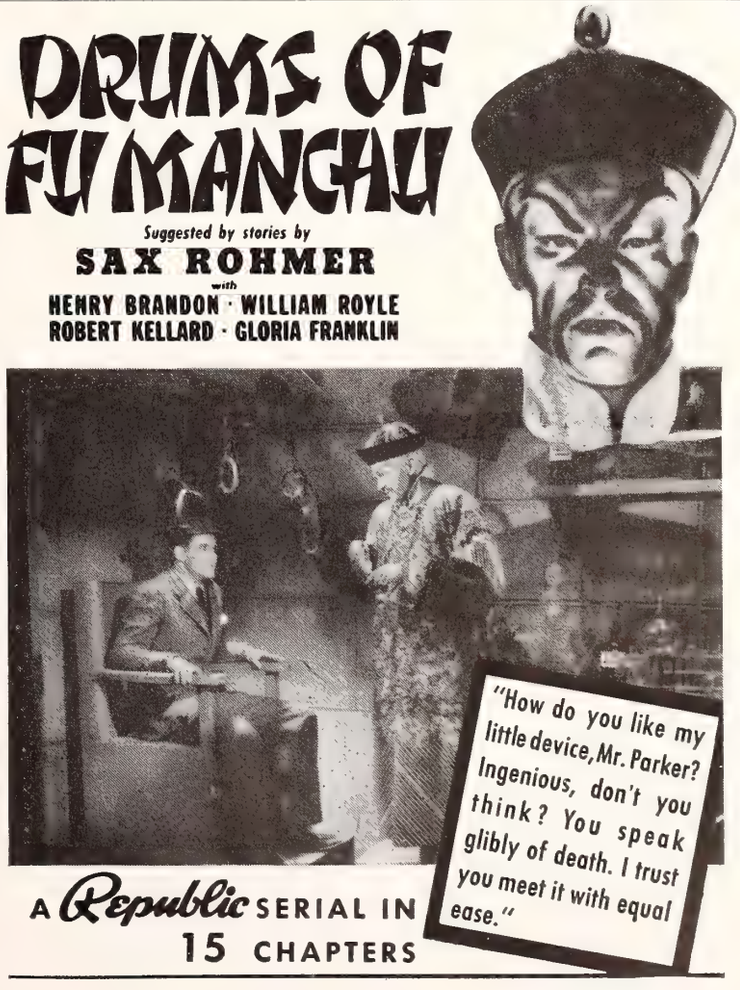
(FAMILY)

Catchline: "The Secret Service protects the nation's greatest peace assurance."

AUDIENCE SLANT: ONE FOR THE ACTION FANS.

BOX OFFICE SLANT: WILL NEED EXPLOITATION HELP TO BETTER AVERAGE RETURNS.

(*More Box Office Slants on page* 21)



National Variety Club

CONVENTION

APRIL 18-19-20_1940

in DALLAS!



Señor R. J. (*Wild Bob*) O'Donnell on his stud caballo, "Tabasco"

Gigantic! Stupendous! Colossal!
One solid year in the making!

3 - Soul-Stirring, Eye-Filling, Heart-Warming Days - 3

COME! Enjoy the frivolities of the Pioneer Days Celebration with the Southwest's far-famed Peace Officers, Rangers, Cowboys, Indian Chiefs.

RIDE in the famous Deadwood Stage Coaches, the Pioneer Prairie Schooners, on the backs of snorting, bucking Texas Bronchos!

DRESS UP in cowboy chaps and sombreros! YOU furnish the physique — WE, the clothes!

GO HAP-HAP-HAPPY at the Pioneer Days Village (in Athletic Club on floors 7 and 11). 'Mebby' it's your Lucky Day!

EAT right out of the Chuck-Wagon . . . the kind of food that built an Empire . . . Frijoles! Corn Pone! Hot Biscuits! Chicken in the Rough! Enchilladas! Tacos! Chili con queso and Tamales!

ENJOY the sights and festivities of the Frontier Frolic! Colorful! Thrilling! Joy-Packed! Your grandchildren will talk about the Mexican Fiesta!

All this and more! . . . *Plenty more!*

Early Please!

Please make your room reservations and send in your $10.00 registration check *now!*

Address all communications to Room 202-203 Melba Building, Dallas.

ALL ROADS-AIRWAYS AND RAILWAYS LEAD to DALLAS in APRIL

The Short Subject

Short Subjects Rise in Quality as Quantity of Subjects Declines

Dramatic Reels Increase, Color More Widely Used and Exploitation Angles Abound in Junior Features

To say that short subjects are the industry's stepchildren—that they are neglected—is old stuff. But nevertheless as a prelude to any discourse on shorts, it must be mentioned. Our purpose in calling shorts to your attention at this time is to commiserate with all you exhibitors who have allowed golden opportunities to slip through your hands.

We are not arguing the merits of double or single bills. Discussions of short subjects usually lead up to this question which we hope to more or less adroitly sidestep by stating that any theatre's program is enhanced by the presence of a good short subject. There must be something to separate the features on a twin bill and a good short subject fulfills the purpose admirably. Aside from all this, every theatre, even if it plays double bills most of the time, occasionally runs an outstanding feature alone. So, with that dismissal of the double feature question, we feel perfectly safe in stating that this article applies to all.

Shorts have taken great strides in the past few years. Readers of STR will remember that for three years, this publication has devoted pages every week to shorts. During that time, there has been a steady decline in the quantity of shorts with an equally steady improvement in quality. New series have been inaugurated and others, formerly known as standbys have been dropped in favor of others with more box office appeal. The producers of shorts have come to realize that they are no longer just so much film to be thrown on the screen to fill up time, but have a definite box office value of which advantage can be taken in many ways.

For one thing, an analysis of STR's short subject sections for three years discloses that there is a distinct trend toward dramatic subjects. A few years ago there were only one or two series. Now every company has at least one such series and many of them have several.

Extensive Use of Color

A further trend to be noticed is the extensive use of color in shorts. Technicolor is used by every distributor for a number of series of shorts and Paramount, in addition, uses Cinecolor. So camera trips to distant lands take on new glamor enhanced by the natural color photography. Many of the cartoons are now in color.

Shorts have been made with an eye to exploitation, too. Well known radio programs have been translated to the screen and commentators famed on the air have been employed to interpret short subjects to audiences. Such names as Clem McCarthy, and Lowell Thomas and such subjects as Information Please and the Grouch Club have emerged on the screen as excellent business getters. Their radio following helps to build added interest and none can deny that it has brought additional business to the box office.

In general, the number of subjects in each series has been curtailed so that a producer now has time to devote considerably more care and thought to the production of each subject than was formerly allotted when he was in a desperate struggle to meet release dates.

In the category of short subjects also fall newsreels and serials. The latter, in many cases, have changed character so completely that an old timer would hardly recognize them. Whereas formerly they were solely for the entertainment of the kids on Saturday afternoons, now the exhibitor finds himself confronted with a heavy demand for serials at evening shows as well. The serial has grown up. Although the serial still leaves its hero in desperate straits, its appeal is now directed more to adults without in any way sacrificing the interests of the younger generation. However, there are still some serials made solely for the delectation of the juveniles. These are the exception.

Newsreels are definitely box office. Anyone who tries to dispute this has but to come to any of our larger cities and see the huge crowds attending the newsreel theatres where as many as 14 shows a day are given ordinarily and when news is hot, as when the war broke out, these houses are forced to continue operating until the small hours of the morning. Many de luxe theatres have recognized the rising importance of the newsreel by booking two or three at one time and devoting from 20 to 30 minutes to them. These theatres edit the subjects so as to delete repeat scenes and always manage to open and close the news with a punch.

The newsreels have grown up, too. No longer does the editor insist on a bathing parade and bathing beauties in every reel. They have also been built up like a miniature show in themselves with a little drama, a little comedy, some action and human interest shots. Woe unto the theatreman who finds his schedule running long and picks on the newsreel as the subject to be dropped. His public will soon complain.

So, Mr. Theatreman, give a thought to short subjects. Even though you may have once considered them a drug on the market, remember there are some subjects you can't afford NOT to play. Put a little of your selling effort into short subjects. While their cost to you may be only a fraction of the cost of a feature, their return in box office receipts can be way out of proportion to this small cost and the little effort required to recoup it.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 24)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.

CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. 2-10-40.

CRITERION—See Your Doctor (MGM) rev. 12-23-39; U.S. Treasury (Col.) rev. 2-10-40.

PARAMOUNT—Way Back When a Triangle Had Its Points (Para.) rev. this issue; Human Fish (Para.) rev. this issue; William Tell (Para.) rev. 12-16-39.

RADIO CITY MUSIC HALL—Information Please No. 5 (RKO-Pathe) rev. 2-10-40.

RIVOLI — Aquapoise (RKO-Pathe) rev. 2-10-40.

STRAND—Old Hickory (Vita.) rev. 12-30-39; Mechanix Illustrated No. 3 (Vita.) rev. 2-17-40; The Early Worm Gets the Bird (Vita.).

CHICAGO LOOP

(Week Ending February 24)

APOLLO—Jimmy Dorsey & Orchestra (Para.) rev. this issue; Mighty Hunters (Vita.) rev. 2-17-40.

CHICAGO—The Blue Danube (MGM) rev. 12-30-39.

GARRICK—The Film Fan (Vita.) rev. 1-6-40; Louis vs. Godoy Fight Pictures (Capitol).

ROOSEVELT—Frances Carroll and Her Coquettes (Vita.) rev. 1-6-40; Way Back When a Triangle Had Its Points (Para.) rev. this issue.

UNITED ARTISTS—Bowling Skill (Para.) rev. 2-3-40; Old Natchez (MGM) (rev. 2-3-40; Donald's Cousin Gus (RKO-Disney) rev. 5-20-39.

"Shadow" Radio Hour Helps Sell Serial

Columbia's current serial, "The Shadow," has many exploitation qualities that should make it a box office hit for the smart showman. In the first place, it's adapted from the famous radio serial of the same name, which is aired every Sunday over a network of stations on the Mutual Broadcasting System. This factor alone makes the Larry Darmour production a cinch for radio tieins. For instance, since Blue Coal sponsors the program, exhibitors should contact local dealers for permission to announce the coming of the serial to their theatres preceding and following the broadcasts. Incidentally, Blue Coal has prepared some special display material which can be imprinted with theatre playdate and copy. See your local Blue Coal dealer about this.

In case your town isn't on the network of stations now broadcasting "The Shadow," arrangements have been made whereby it will be possible to pick up the "live" show for a thirteen-week period or broadcast a transcribed Shadow program for the same length of time. For more detailed information on this matter, we suggest you write to Mr. William J. DeGrouchy, Street & Smith Publications, Inc., N. Y. C.

Either on your local radio station, or as a stage stunt, conduct a contest to find the city's best amateur Shadow. This can be announced over the air, in the newspapers, lobby, etc.

Since "The Shadow" is based on the stories appearing in *Shadow Magazine*, you can glean plenty of publicity through this medium. Ads announcing the picture are appearing in the magazine twice a month. Arrange to place slip-sheets in each copy, posters at every newsstand, and get magazine wholesalers' trucks to display posters.

There is another publication, *Shadow Comics*, with which you can tie in. It is a 64-page, four-color book which you can order in quantity from Street & Smith Publications. Use them for prize awards, attendance awards, giveaways, etc.

Organize a Shadow Club among the younger set. Membership buttons and cards can be obtained from the publishers of *Shadow Magazine*.

These are just a few of the slants you can utilize in your campaign. If you combine them with other tested exploitation stunts, there's no reason why "The Shadow" shouldn't be a 15-week record-breaker at your theatre.

Short Subject Reviews

THE THREADS OF A NATION

Prod. No. 1972 *Interesting*

Col. **Cinescope No. 2** **11 min.**

Comment: Starting from Eli Whitney's cotton gin in 1792, the cotton industry has expanded until today there are 16,000 such gins dotting the country. In this subject, narrated by Basil Ruysdael, there are scenes of a Peruvian textile works, Slater's mill in Pawtucket where the first machinery was used, and other interesting aspects of the development of the industry down to present-day printing and sanforizing. It is interesting screen fare for any kind of audience. Ben K. Blake produced and directed.

Exploitation: Promote displays of cotton goods in the windows of enterprising merchants. In your advertising, point out that here is the story of one of the world's greatest technical marvels—cotton.

THE HECKLER

Prod. No. 1430 *Fairly Funny*

Col. **All Star No. 10** **18 mins.**

Comment: At the baseball game, at the tennis match, in the theatre, you've met the pest so capably portrayed by Charley Chase. He always yells at the crucial moment and causes the nervous player to miss, then jabs his neighbor and says, "Can I call 'em!" But when Charley is hired to heckle, his enemies put ice on him while he sleeps, thus giving him a cold and a hoarse voice. The comedy is funny at intervals, but too much of a heckler, even when he's only a screen character, may become boring for some audiences. Del Lord and Hugh McCollum were the producers, and the former directed.

Exploitation: Give it the usual mention in your newspaper ads, in your programs and in your lobby displays. Invite patrons to submit their definitions of a heckler, the most original to receive a prize of theatre tickets.

PARK YOUR BABY

Prod. No. 1752 *Average*

Col. **Fable Cartoon No. 2** **7 mins.**

Comment: A tough father checks his almost equally as tough twins with Scrappy. The kids cause our hero plenty of trouble until he puts them through the "bad boy pacifier," from which they emerge meek as lambs. The father doesn't recognize his angelic darlings. It's an average cartoon that will take up that 7-minute gap in your program very nicely.

Exploitation: If you have a nursery room in your theatre, here's your chance to give it an institutional plug by tieing in with the cartoon. You might arrange with a nearby nursery to take care of patrons' babies while the patrons attend your theatre.

DAVE APOLLON AND HIS ORCHESTRA

Prod. No. 5506 *Average Musical*

WB **Melody Master No. 6** **10 mins.**

Comment: It's the usual night club setting for band and vocal music, plus some clowning by Hank Norton, and a bit of toe-tap dancing by Gloria Rich. Two vocal numbers by Ruth Petty are perhaps the highlight of this modified swing session.

Exploitation: Name billing for Apollon and Ruth Petty in lobby and music store displays.

TOP-NOTCH TENNIS

Prod. No. 303 *Good*

20th-Fox **Sports Review No. 3** **10 mins.**

Comment: This authoritative subject on tennis, in which such famous racquet-men and racquet-women as Bobby Riggs, Jack Bromwich, Adrian Quist, Jack Crawford, Kay Stammers and Dorothy Bundy explain the mystery of greatness across the net, is good entertainment. Those who like their tennis will be able to gain a few pointers; others will find the reel a pleasant insight into the mysteries of the game. It was directed by Tom Cummiskey, with Ed Thorgersen handling the narration in his usual expert style.

Exploitation: Members of the local tennis club should be notified of your showing. If there is an expert, have him demonstrate some of the fine points of the game, provided your stage is large enough to accommodate this sort of thing. The newspaper sports editor should be invited to see the subject, since it will surely provide him with material for his column.

FOLLOWING THE HOUNDS

Prod. No. 304 *(Tech.)* *Outstanding*

20th-Fox **Sports Review No. 4** **10 mins.**

Comment: Technicolor makes what might have been an ordinary sport reel a subject of colorful thrills and excitement, with many of the scenes duplicating the paintings that hang in any hunting room. There are scenes showing the training of the horse, in which he is taught to hurdle various obstacles placed in his path. This is followed by the chase, with the brilliant red coats of the hunters contrasting beautifully with the pale blue and green landscape. The subject ends, after several thrilling shots of horses taking the hurdles, as the hounds trap the crafty fox in his hideout. All who had a hand in making this short reel—Ed Thorgersen for his narration, Tom Cummiskey for his direction, and Jack Painter for his breathtaking Technicolor photography—deserve praise. The fox deserves credit, too, for almost successfully eluding the hounds, although he probably got it in the neck. "Following the Hounds" will enliven any program, and should receive some kind of distinction when short subject awards are being distributed.

Exploitation: Stress the thrills and excitement of the chase, the subject's beautiful Technicolor photography, in your advertising. Go after sporting goods shops and men's and women's stores for displays on equipment and correct attire for the hunt. Give it billing on your marquee and via a special display in the lobby.

A DOG IN A MANSION

Prod. No. 507 *Good*

20th-Fox **Terry Toon No. 7** **7 mins.**

Comment: Fido has everything a dog in a mansion could desire, but it isn't what he wants. He invites his ragamuffin friends in to play with him, and the battles between them and the haughty butler forms much of the cartoon's plot. The whole family will find this a satisfactory cartoon. Paul Terry produced.

Exploitation: You could hold a Pet Parade, with kiddies parading their pets to the theatre to see "A Dog in a Mansion." Prizes could be awarded for the homeliest mutt, the handsomest, etc.

FOR PLAY HOURS

Prod. No. 602 *(Tech.)* *Excellent*

20th-Fox **Fashion Forecast No. 2** **10 mins.**

Comment: Whether for play hours or for evening wear, this new Vyvyan Donner fashion reel interestingly reveals what the well-dressed girl will wear. Tired business men will relish those scenes in which resort fashions are displayed, and in all probability will remain awake for the rest of the reel. What makes this something other than merely a formal fashion parade is the informality of the models, even daring to drop a glove or failing to get out of the way of the closing curtain, while Ilka Chase seizes on the faux pas to inject some of her witty remarks. For that reason, and also because of its beautiful Technicolor photography, "For Play Hours" will be a delight for both men and women. Patricia Donnelly, Miss America of 1939, is one of the lovely models. Vyvyan Donner directed.

Exploitation: By getting a copy of the press book, you will have a list of the various stores and clothes manufacturers from whom you can promote tieups. The subject affords you the opportunity to put on your own fashion prevue, with the cooperation of the merchants and the newspapers.

HARVEST TIME

Prod. No. 556 *(Tech.)* *Clever*

20th-Fox **Terry Toon No. 6** **7 mins.**

Comment: The countryside in the fall, with the bugs gathering in the harvest, forms the background of this cartoon. All is well, until a villainous spider swoops down and makes away with a lovely dancing butterfly. But he gets his, and the fragile lady is saved. The animators have injected some clever gags into this offering, making it enjoyable entertainment for the family. It was produced by Paul Terry.

Exploitation: Mention it in your programs and in your current amusement ads.

EDGAR RUNS AGAIN

Prod. No. 508 *Very Good*

20th-Fox **Terry Toon No. 8** **7 mins.**

Comment: Edgar, one-time racing horse, is sad and disillusioned. He is constantly being harassed by the law. One day he gets a job pulling a junk wagon, and picks up anything he sees. In the custody of police, he hears a race being broadcast, dashes out and arrives at the track in time to win by a photo-finish. Thereafter, he pulls only a high-class junk chariot. There are lots of laughs in this clever cartoon, which was produced by Paul Terry.

Exploitation: One sheets and ad slugs are available on the Terry Toon series to aid you in advertising them. Use these aids on "Edgar Runs Again."

AFRICA SQUEAKS

Prod. No. 5608 *Hilarious*

WB **Looney Tune No. 8** **7 mins.**

Comment: A cartoon with a high quota of good belly laughs, this shows Porky on a burlesque hunting trip in Africa, encountering Spencer Tracy on a search for Dr. Livingstone as well as other Hollywood celebrities. It's a sure laugh-getter with all types of audiences.

Exploitation: Give this something extra, both in lobby and newspaper advertising.

FLASH GORDON CONQUERS THE UNIVERSE

Univ. Serial *Juvenile*

12 Chaps.—About 20 mins. each

Comment: This story is entirely juvenile and adults will find it too ridiculous to interest them. Apparently one has to be a follower of the cartoon strip to understand what this is all about, but in any event it is so highly fantastic that even the juveniles may become discouraged. There's the usual excitement seen in all serials but somehow we've gotten past the stage for excitement at this sort of thing. Furthermore, this serial suffers from a number of repeat shots. While it is not likely the audience will notice this, there being a week between chapters, if they do, they'll likely accuse the exhibitor of playing a chapter over again. Henry McRae is the associate producer and Ford Beebe and Ray Taylor directed.

Exploitation: Tie up with those newspapers which use the cartoon strip. Use the usual kinds of exploitation to bring the kids in for the first chapter so they'll get interested and come in for the other 11 Saturdays.

WAY BACK WHEN A TRIANGLE HAD ITS POINTS

Prod. No. B9-1 *Fair*

Para. **Stone Age Cartoon No. 1** **7 mins.**

Comment: This is the first of Max Fleischer's new series of cartoons. It is not up to the standard set by Popeye or some others that have come from the Fleischer studios. The characterizations are not good and the movement is rather jerky. There are a few little laughs in it but they can barely be called chuckles. Dave Fleischer directed.

Exploitation: Try to put the series over with a lobby and poster display.

POPULAR SCIENCE No. 4

Prod. No. J9-4 *Exceptionally Interesting*

Para. **Popular Science** **10 mins.**

Comment: This issue of Popular Science covers a wide range of subjects. It first shows a scientific poultry-hatchery in downtown Chicago, then the story of the discovery of aniline dyes, popular kitchen gadgets, and finally new methods of handling the salmon runs. There's a little comedy in it, too, with some of Professor Oakes' gadget inventions. The last subject, concerning the salmon run, is by far the most interesting. The fish ladders at various dams have proven insufficient, so the government is capturing the salmon and transporting them in trucks around the dam. Also, the salmon are being killed and the eggs are being hatched artificially in other streams.

Exploitation: Tie up with stores selling eggs and those selling salmon. Get local magazine dealers to insert heralds in *Popular Science* Magazine. Get a display in the housewares department of a local department store plugging the new gadgets in the picture.

KITTEN'S MITTENS

Prod. No. 4266 *(Tech.)* *Good*

Universal **Lantz Cartune No. 6** **9 mins.**

Comment: The three little kittens are warned by their mother that if they go out to play and lose their mittens they will have to go to supper without any pie. But they lose their mittens, so concoct a story that a robber stole them. Much trouble ensues with some comic results. It's a cute cartoon and one which should generally amuse. Walter Lantz produced.

Exploitation: Give the subject a plug in your lobby, programs and newspaper advertising.

LITTLE LAMBKIN

Prod. No. C9-2 *(Tech.)* *Good*

Para. **Color Classic No. 2** **7 mins.**

Comment: The cute little baby hero of this subject enjoys playing in the woods with the squirrels. When his family takes him to live in the city he makes life hell for them by his antics in twisting around all the gadgets in the city apartment. The family takes him back to the country which satisfies him. Dave Fleischer directed.

Exploitation: Newsdealers should be induced to stuff *Parents Magazine* with heralds on this subject.

JIMMY DORSEY & HIS ORCH.

Prod. No. A9-6 *Snappy*

Para. **Headliner No. 6** **10 mins.**

Comment: Some of Dorsey's company, including Helen O'Connell singing "My Wubba Dolly," Bob Eberly singing "Only a Rose" and Dorsey himself in some tricky saxophone numbers, are the highlights of this subject. The entire company joins in on each one and winds up with a fast Dorsey specialty. Leslie Roush directed this peppy band number which should intrigue the jitterbugs and still not prove too boring to others. Quite a feat these days.

Exploitation: Tie up with music stores selling Dorsey records. Put out a placard announcing the subject over every "juke box" in town. Those who listen to these machines will be interested in the short.

HUMAN FISH

Prod. No. R9-8 *Excellent*

Para. **Sportlight No. 8** **10 mins.**

Comment: This underwater subject introduces Newton Perry, champion underwater swimmer. It shows him doing some unusual stunts by himself and then instructing a bunch of kids in underwater technique. The latter part of the reel introduces some seals into the pool, and the humans try to imitate them. It is an excellent subject and one sure to please the aquatic minded. Ted Husing narrated.

Exploitation: Swimmers will be especially interested, so get a notice of the showing at all local pools. The physical instructor in the schools should also cooperate with you on this showing.

PICTORIAL

Prod. No. V9-6 *Interesting*

Para. **Paragraphic No. 6** **10 mins.**

Comment: This subject has two clips. Either can be used separately if you want to shorten your show. The first of the two gives details of a fledgling aviator's first solo flight. The second deals with the making men's hats and winds up with a style show of hats for men. Bill Farren narrates the first sequence and Tom Shirley the second.

Exploitation: The second sequence offers a marvelous opportunity for local haberdashers to tie in with your showing. This is an opportunity that should not be passed up. The recommendation that each man have a dozen hats should appeal to them strongly.

SNIFFLES AND THE BOOKWORM

Prod. No. 5307 *(Tech.)* *Cute*

Vita. **Merrie Melody No. 7** **7 mins.**

Comment: With all the action taking place on the bookshelf, this is a cute cartoon, although not quite up to the standard of others in this series. Leon Schlesinger produced.

Exploitation: Mention it in your regular advertising. This would be a good subject to include in a special kiddies' matinee.

Short Subject Release Summary

Series	Sold	Completed
COLUMBIA		
All Star Comedies	18	12
Color Rhapsodies	16	9
Columbia Tours	6	all
Community Sings	10	7
Fables Cartoons	6	3
Fools Who Made History	6	2
Moments of Comedy	6	none
Pals and Pets	6	none
Phantasies Cartoons	6	4
Screen Snapshots	12	4
Sport Thrills	12	5
Stooge Comedies	8	6
Washington Parade	6	3
TOTAL	118	61
METRO-GOLDWYN-MAYER		
Cartoons	18	3
Crime Doesn't Pay	6	2
Metroscopix	1	—
Miniatures	9	7
Our Gang	8	4
Passing Parade	8	1
Pete Smith Specialties	13	4
Robert Benchley	4	all
Traveltalks	12	7
TOTAL	79	32
PARAMOUNT		
Color Classics	7	3
Color Cruises	7	5
Headliners	10	6
Paragraphics	10	7
Popeye	12	3
Popular Science	6	4
Sportlights	13	8
Stone Age Cartoons	12	2
Symphonic	3	all
Unusual Occupations	6	3
TOTAL	86	44
RKO-RADIO		
Disney Cartoons	18	1
Edgar Kennedy	6	3
Information Please	13	6
Leon Errol	6	3
March of Time	13	7
Radio Flash	8	4
Ray Whitley	8	2
Reelisms	13	8
Sportscopes	13	6
TOTAL	98	40
TWENTIETH CENTURY-FOX		
Adventures of a Newsreel Cameraman	4	all
Dribble Puss Parade (Lehr)	6	2
Fashion Forecasts	4	2
Magic Carpet of Movietone	6	5
Sports Previews	6	5
Terrytoon Cartoons	26	17
TOTAL	52	35
UNIVERSAL		
Cartunes	13	7
Going Places	15	7
Musicals	13	7
Special Subjects	1	1
Stranger Than Fiction	15	7
TOTAL	57	11
VITAPHONE (WARNER BROS.)		
Broadway Brevities	18	7
Color Parade	10	6
Featurets	8	4
Looney Tune Cartoons	16	11
Melody Masters	10	7
Merrie Melodies	26	13
Vitaphone Varieties	6	4
TOTAL	94	52
GRAND TOTAL	596	275



A Short in Production

George Olsen being put through a scene by Director Leslie Roush for "George Olsen and His Music of Tomorrow," Paramount Headliner, recently completed at the Astoria Studios.

Look's "Information Please" Spread Suitable for Tieup

In the current issue of *Look* dated March 5, now on sale until about March 6, when it will be removed to make room for the March 19 issue, there is a three-page spread devoted to "Information Please." On the first page are photos of the four guest experts, Dan Golenpaul, who originated "Information Please," and Clifton Fadiman, the conductor. Also, there are thumbnail sketches of these personalities. The next two pages are devoted to bits of pantomime which the four experts must translate into song and book titles.

Whether you are playing one of the "Information Shorts" this week or two weeks from now, you should make every effort to make this special spread boost your engagement. Cut it out and arrange it on a large lobby board, giving credit to *Look* of course, with the announcement that your theatre plays this series. If you can get to the newsstands before the sale of the March 5 issue ends, arrange to have slipsheets announcing your showing placed in every copy. Tie-in cards should be posted at every newsstand.

IN THE SHORT SHOPS

MGM

M-G-M's casting office, which has been requested to cast everything, including a goldfish swallower, has finally found its man. He is Kenny Sieling, U.S.C. student and cheerleader, who has ben cast to swallow live goldfish for a role in the John Nesbitt "Passing Parade" short, "The Secret Seven."

Immediately following the completion of the latest Our Gang comedy, "The New Pupil," Spanky McFarland enrolled in North Hollywood Junior High School, the first public school he has attended. As a member of the gang, he has received all his other schooling from Mrs. Gwen Carter, the gang's mentor for nineteen years.

A man, immortal to the myriad animals he has befriended by his lasting contribution to society, will be the subject of a coming John Nesbitt Passing Parade one-reeler. He is Henry Bergh, who foresaw the need for protecting animals, and organized what was to become the Society for the Prevention of Cruelty to Animals.

Vitaphone

Errol Flynn and Howard Hill have lined up two more pictures for the series of short subjects they are producing. Both will be filmed after Flynn completes his current starring role in "The Sea Hawk" in April. The subjects are mountain lions and dwarf horses which roam Grand Canyon. Hill has just finished cutting "Wild Boar Hunting."

"The American Cavalcade" will be the first featuret to be produced in Technicolor for release during the season of 1940-41, with shooting scheduled to begin on May 15. Film will embrace highlight scenes of American history clipped from previously-made historical featurets, together with new sequences.



Getting the Clerical Angle

Monsignor John J. Casey, secretary of Archbishop Francis J. Spellman of New York tells STR's Bob Wile how the Catholic Church will cooperate with exhibitors in selling March of Time's latest release, "Vatican of Pius XII."

Churchmen Endorse Subject on Vatican

March of Time's newest issue, "The Vatican of Pius XII," has been pre-sold to a tremendous group of people throughout the country. Because of its theme, the Catholic Church, March of Time last week held a private showing at the Waldorf-Astoria Hotel in New York to which were invited high churchmen as well as prominent members of the Catholic laity.

STR's representative, talking with one of the clergymen, learned of their enthusiastic approval of the subject. Letters, approved by members of the hierarchy, are being sent to every Bishop in the country and each Bishop in turn will notify the priests under his jurisdiction of the subject, praising it highly. The local pastors will be asked to mention the picture from their pulpits.

Therefore, as soon as your playdate is set, see all of the local priests and ask them to make their announcements of the subject just before your showing. Give them stories from the press sheet to be used in the local church paper, if one is issued. It was also suggested by one of the churchmen that the theatre manager see the principal of the parochial school and suggest that the children be instructed to see the picture.

The churchmen told the STR representative that the subject had the enthusiastic approval of the church authorities and that cooperation from local churches would be fully given.

Seldom has any subject had so great a build-up. Be sure you take advantage of it.

Why Not Try Program of One Good Feature and Choice Shorts?

A Bronxville, N. Y. theatre dispensed with shorts in order to make room for two-feature programs. When moviegoers petitioned the manager to give up double bills, he explained he could do nothing about it, inasmuch as his circuit automatically bought double features. But, later, at a mass meeting, when he was informed that his patrons wanted a program of "quality features and intelligent shorts," he finally capitulated.

Today he is operating successfully on a single-feature basis, filling out his program with a careful selection of good short subjects. And he is a much happier and wiser manager.

You may think your policy of double features (if that's your policy) is definitely set; that patrons will have nothing else. Don't be too sure. As we've suggested before, pick out a certain day or days of the week and experiment for a while with a good feature and group of short subjects. Advertise it widely, of course, taking care to give the shorts the prominence they deserve. If, after such tests, you find the new venture is not as profitable as your present policy, then dispense with it. But we don't think you will—not if you use showmanship in apprising your patrons of it.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 24)

PARAMOUNT (No. 51)—Outboard racing near Seattle; New rubber fin demonstrated at Palm Springs; Australian minister in Los Angeles; American ambulances in France; Chilean president welcomes Adolph Zukor; Aircraft carrier launched near Boston; Marriage license bureau in Chicago; Golden Glove finals in N. Y.; Ice revue in Chicago.

MOVIETONE (Vol. 22, No. 48)—England rushes Hongkong defenses; Swedish air force maneuvers; Florida aquarium gets cleaning; Cavalry drill in Vermont; Southern fashions; Lew Lehr and "Hollywood Hobby Horse"; Golden Glove finals in N. Y.; Ice skating revue in Chicago; Outboard racing near Seattle.

NEWS OF THE DAY (Vol. 11, No. 246)—England rushes Hongkong defenses; Florida aquarium gets cleaning; Swedish air force maneuvers; Women exercise for Easter; Hobby Horse craze in Chicago; Golden Glove finals in N. Y.; Outboard racing near Seattle.

PATHE (Vol. 11, No. 63)—Synopsis not available at press time.

UNIVERSAL (Vol. 12, No. 852)—Trial run of airplane carrier near Boston; LeBrun inspects naval base; England's King and Queen inspect troops; English lumberjacks build cabins; Chicago Food Show; Steam roller luncheonette in N. Y.; Florida aquarium gets cleaning; Kids' Easter hat fashions; Chicago ice revue; Hobby Horse craze in Chicago; Golden Glove finals in N. Y.

(Released Wednesday, February 21)

PARAMOUNT (No. 50)—Buffalo cereal mill burns; Dominion mourns Lord Tweedsmuir; Welles and Taylor sail for Europe; British salute Washington at Williamsburg, Va.; Underwater scenes of fish in Florida; Philadelphia get GOP convention; National Sportsmen's Show; Armand Denis and Leila Roosevelt bring back rare animals; Blizzard hits East.

MOVIETONE (Vol. 22, No. 47)—Blizzard hits East; Buffalo cereal mill burns; Family of 19 attend movies; Chicago builds its first subway; Roosevelt sails on "mystery" cruise; Welles and Taylor sail for Europe; Philadelphia gets GOP convention; Florida bathing beauties pick handsomest lifeguard; Baseball stars play golf; California rowing crew in training; Girls swim in warm outdoor pool; Lew Lehr and barefoot jitterbugs.

NEWS OF THE DAY (Vol. 11, No. 245)—Roosevelt sails on "mystery" cruise; Philadelphia gets GOP convention; Boston snowbound after big blizzard; American ambulances for French army; Florida bathing beauties pick handsomest lifeguard; Barefoot kids do "shoeless shag"; Baseball stars train with golf derby; Specify wins Santa Anita's San Carlos Handicap.

PATHE (Vol. 11, No. 62)—Welles and Taylor sail for Europe; Lord Tweedsmuir goes to final rest; Philadelphia gets GOP convention; Hospitals on wheels aid migrants; Mechanized tea wagons for English soldiers; Oldest U. S. legislature assembles at Williamsburg, Va.; Australia's volunteer Coast Patrol; Many Stings wins McLennan Memorial.

UNIVERSAL (Vol. 12, No. 851)—Blizzard hits East; Roosevelt off on "mystery" cruise; Pomp marks Tweedsmuir rights; Republicans pick Philadelphia; Welles and Taylor sail for Europe; U. S. war ambulances blessed in Paris; Lifeguards in beauty contest; Armand Denis and Leila Roosevelt bring back rare animals; Baseball aces in golf match; National Sportsmen's Show; California rowing crew out for spring training.

The Box Office Slant

(Continued from page 15)

Honeymoon Deferred

Univ. Mystery-Comedy 59 mins.

(Prod. No. 4038, Nat'l Release, Feb. 16)

Cast: Edmund Lowe, Margaret Lindsay, Elisabeth Risdon, Joyce Compton, Chick Chandler, Anne Gwynne, Jerry Marlowe, Cliff Clark, Julie Stevens. Credits: Original story by Roy Chanslor. Screenplay by Roy Chanslor and Eliot Gibbons. Cameraman, Elwood Bredell. Directed by Lew Landers. Associate producer, Ken Goldsmith.

Plot: Lowe, investigator for an insurance company is about to depart on his wedding trip with Margaret Lindsay, when the death of an acquaintance demands his presence to solve the crime. Margaret innocently seeks to help him and they stumble on one clue after another, finally uncovering the real murderer and going away together on their deferred honeymoon.

Comment: Though the murderer is obvious to the audience long before her identity dawns on the detectives in this case, the story manages to maintain interest throughout. There is considerable comedy, some of it being a bit forced. Many of the situations are highly improbable, but the murder-mystery fans will probably overlook these minor faults. It makes a good addition to any program, because on a dramatic bill, there's enough comedy to liven it up, and on a comedy bill it's dramatic enough to afford a change. Run a newspaper essay contest on deferred honeymoons, the writer of the best story to be given a suitable prize. You might invite any local honeymooners from local resorts to be your guests on opening night.

(FAMILY)

Catchline: "Mystery thick enough to thin your blood."

AUDIENCE SLANT: THE AUDIENCE WILL GET A KICK OUT OF BEING ABLE TO IDENTIFY THE KILLER BEFORE THE DETECTIVES. IT IS A PICTURE WHICH, WHILE NOT GREAT, SHOULD BE MODERATELY ENJOYED.

BOX OFFICE SLANT: NOT STRONG ENOUGH TO DRAG MUCH TO THE BOX OFFICE.

Seventeen

(Hollywood Preview)

Para. Comedy-Drama 75 mins.

(Prod. No. 3924, Nat'l Release, March 2)

Cast: Jackie Cooper, Betty Field, Otto Kruger, Ann Shoemaker, Norma Nelson, Betty Moran, Thomas Ross, Peter Hayes, Buddy Pepper, Donald Haines, Richard Denning, Jody S. Gilbert, Paul E. Burns, Hal Clements, Edward Earle, Stanley Price, Joey Ray, Snowflake, Hattie Noel. Credits: Directed by Louis King. Associate Producer, Stuart Walker. Screenplay by Agnes Christine Johnston and Stuart Palmer, based on the story by Booth Tarkington, based on the play by Stuart Walker, Hugh Stanislaus Strange and Stanford Mears. Edited by Arthur Schmidt. Director of Photography, Victor Milner.

Plot: Jackie Cooper, just turned seventeen, falls for the dazzling young lady, Betty Fields, who has come to town from Chicago, to visit with Betty Moran. He turns in his jaloppy because she won't ride in it, and buys another car, which he hopes to pay for out of his allowance. He borrows his dad's dress suit in order to take her to a swanky night club, borrowing money from all his friends to pay for it. His parents, Ann Shoemaker and Otto Kruger, discover just what's going on through Cooper's tattle-tale little sister, Norma Nelson, and they come to his rescue just when Betty throws him over for an older man.

Comment: The modernized version of Booth Tarkington's story of adolescence is an unusually delightful picture that retains all the

(Continued on page 24)

Advance Dope

SAILOR'S LADY

20th-Fox Drama Not Set

Selling Names: Nancy Kelly, Jon Hall, Joan Davis.
Director: Allan Dwan.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Jon Hall returns to the home port with the United States battle fleet, to be greeted by his girl-friend, Nancy Kelly, holding a year-old baby. Nancy is thinking of adopting the child, because its parents were killed in an accident. Between the boys of the fleet, and Mary Nash, a middle-aged spinster objecting to Nancy as a baby raiser, Hall and Nancy go through plenty of trouble. But they finally end up married with a ready-made family.
Catchline: "The sailor's lady goes to town with the Navy."

LILLIAN RUSSELL

20th-Fox Drama Not Set

Selling Names: Alice Faye, Don Ameche, Henry Fonda, Edward Arnold.
Director: Irving Cummings.
Assoc. Producer: Gene Markey.
Story Idea: Alice Faye is saved by Henry Fonda, a newspaperman, when her horses run away, and they become good friends. Fonda comes often to hear her sing at Tony Pastor's, where she is known as the Toast of New York. She meets Don Ameche, a composer, marries him and they sail for London. There her baby is born and Ameche dies. She returns to New York, scores her greatest success and when she and Fonda meet again, they realize that they have always loved each other—so they marry.
Catchline: "Story of the most beautiful, most glamorous girl ever to dazzle the show world in this country."

COURAGEOUS DR. CHRISTIAN

RKO Drama April 5

Selling Names: Jean Hersholt, Dorothy Lovett, Vera Lewis, Tom Neal.
Director: Bernard Vorhaus.
Assoc. Producer: Monroe Shaff.
Story Idea: Jean Hersholt tries to better the living conditions of the squatters by getting Vera Lewis, a rich widow, to donate her vacant acre of ground for their quarters. It is only after an epidemic of meningitis breaks out among them, and Vera and Dorothy Lovett, Hersholt's nurse, pitch in to fight the spread of the disease—that the squatters are definitely promised the proper housing quarters.
Catchline: "Only the doctor could clear up this dreadful menace."

THE DOCTOR TAKES A WIFE

Col. Drama Not Set

Selling Names: Loretta Young, Ray Milland, Reginald Gardiner, Gail Patrick.
Director: Alexander Hall.
Producer: William Perlberg.
Story Idea: Loretta Young becomes the idol of America's spinsters with her latest book. Enroute to New York, she and Ray Milland, a young doctor, become mixed up with a wedding party and are mistaken for the newlyweds. Afraid of the publicity, they decide to pose as husband and wife until things quiet down. But when Loretta learns that a newspaper intends to reveal all, she announces that they expect a young arrival. Realizing what she has done and also that they love each other—they really become man and wife.
Catchline: "She a career woman . . . he a woman-hater . . . dare they marry?"

MIDNIGHT LIMITED

Mono Drama Not Set

Selling Names: John King, Marjorie Reynolds, George Cleveland.
Director: Howard Bretherton.
Producer: T. R. Williams.
Story Idea: John King, ace railroad detective, is assigned to the case of the "Phantom Bandit" who works the Midnight Limited, robbing the passengers and then disappearing into thin air. Marjorie Reynolds, the only passenger who saw the thief, offers her services, and together they discover that the baggage clerk, working with a hotel clerk, arranged that an empty coffin be sent on all trains to be robbed —in order to hide the thief.
Catchline: "He uncovered the hiding place of the 'Phantom Bandit.'"

MA! HE'S MAKING EYES AT ME!

Univ. Comedy Not Set

Selling Names: Tom Brown, Constance Moore, Richard Carle, Larry Williams.
Director: Harold Schuster.
Assoc. Producer: Joseph Sanford.
Story Idea: Tom Brown, advertising manager of a swanky fashion salon, starts giving Constance Moore, show-girl, a build-up as "Miss Manhattan," and has her display gowns from the shop in order to increase business and save the concern from bankruptcy. When an elaborate musical revue is put on, and arrangements are made for Constance to marry Larry Williams, Brown realizes he's in love with her and steps in and becomes the groom himself.
Catchline: "He made love the mode of the day."

RANCHO GRANDE

Rep. Western Not Set

Selling Names: Gene Autry, Smiley Burnette, June Storey, Ferris Taylor.
Director: Frank McDonald.
Assoc. Producer: William Berke.
Story Idea: Gene Autry, foreman of the Rancho Grande, has been made guardian of the property by the will of June Storey's grandfather. He and Smiley Burnette manage to save the ranch from foreclosure by getting the irrigation system built, in spite of the trouble caused by Ferris Taylor, the family lawyer. Taylor has been trying, secretly, to get the property into his own hands.
Catchline: "He fulfilled a death-bed promise and saved the ranch."

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. . . Program Notes From the Studios . . .

DARRYL F. ZANUCK, 20th Century-Fox production chief, has announced the purchase of "I Married a Nazi," novel by OSCAR SCHISGALL which ran in *Liberty*. The picture will go before the cameras as soon as the screen adaptation is completed withe GEORGE SANDERS in one of the top roles.

"Tom Brown's School Days," second GENE TOWNE-GRAHAM BAKER production for RKO, went before the cameras this week under the direction of ROBERT STEVENSON. BILLY HALOP, ERNEST COSSART, POLLY MORAN and HUGHIE GREEN have been added to the cast for featured roles.

A deal has been closed by Columbia for the filming of the radio "whodunit," "Adventures of Ellery Queen." The contract calls for the entire radio cast to appear in the picture.

WILLIAM K. HOWARD'S first assignment under his new Warner Bros. contract will be the direction of "The Life of Knute Rockne," with PAT O'BRIEN playing the title role. The film, an original screenplay by ROBERT BUCKNER, is scheduled to go into production on March 25.

PRESTON STURGES, Paramount writer-director, was assigned to work on the screen adaptation of his original story, "A Cup of Coffee," which will star BETTY FIELD and WILLIAM HOLDEN. STURGES, who just completed directing "Down Went McGinty," will also direct the new picture early this spring.

DOUGLAS FOWLEY and ARTHUR HOHL will be teamed as the villains in "Twenty-Mule Team," MGM picture starring WALLACE BEERY with LEO CARRILLO, which went before the cameras on location at Furnace Creek last week. RICHARD THORPE is directing under the production supervision of J. WALTER RUBEN.

JIMMY BROWN, formally known as JOE E. BROWN, JR., has been signed for one of the top supporting roles in Universal's "La Conga Nights," the film in which HUGH HERBERT plays six parts. BROWN made his screen debut in "High School."

"Offenders of the Law," JACK HOLT'S next starring vehicle for LARRY DARMOUR, went into production a few days ago under the direction of LEWIS D. COLLINS.

Producer EDWARD FINNEY and Director AL HERMAN left for Arizona where they intend to line up new locations for Monogram's "The Cowboy and the Kid," TEX RITTER'S next musical western. Upon completion of the feature, RITTER will leave for an extended personal appearance tour.

The second unit of EDWARD SMALL'S "South of Pago Pago," left for Honolulu, from where it will travel to the island of Kauai to start background shooting. The first unit, headed by JON HALL and VICTOR MCLAGLEN, joins it there in about two weeks.

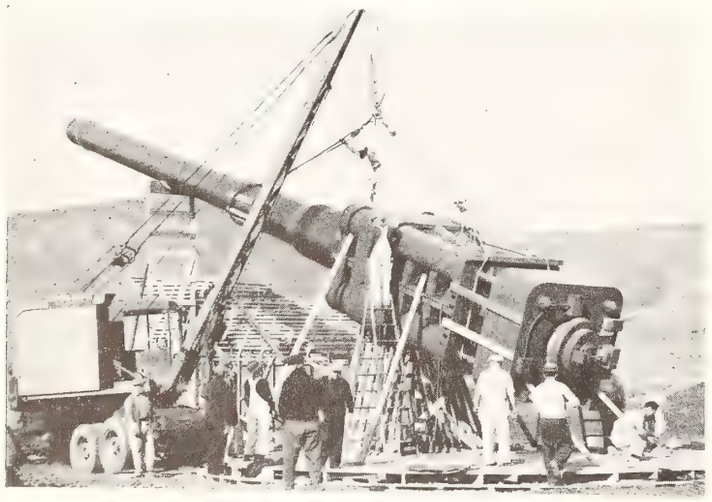
JOHN WAYNE, currently working in Republic's long delayed "Dark Command," is being considered for the top spot in HAL ROACH'S "Captain Caution," which will be directed by RICHARD WALLACE. WAYNE also has a one picture commitment at the WALTER WANGER studio, but is not due to report there until May.

JOAN FONTAINE has been borrowed by FRANK LLOYD from Selznick International for the leading feminine role opposite CARY GRANT in "Tree of Liberty." Shooting will start next month on location at Williamsburg, Virginia. LLOYD will produce and direct the picture for Columbia release.

RAOUL WALSH has been assigned to direct "The Patent Leather Kid," GEORGE RAFT'S next starring film at Warner Bros. WALSH reports to the Burbank lot upon completion of "Dark Command" at Republic.

TAY GARNETT has checked in at Universal to prepare for the production and direction on his "World Cruise." Present plans call for the picture to go before the cameras around the middle of next month.

"Lighthouse" has been purchased by Monogram to star BORIS KARLOFF.



Rearmament In Hollywood

The first pictures released on CHARLIE CHAPLIN'S much discussed motion picture about the state of the world today, now called "Production No. 6," revealed the famous comedian's insistence upon realism when this "home made" Big Bertha was rolled through the streets of Hollywood to his Girard, California, location, where it will serve as the principal "prop" in the film's war scenes. The cannon was built in the Chaplin studios by crews working day and night for two months, and is the largest "prop" ever constructed by a film studio. But it is more than a "prop." It is a real cannon, 100 feet in length, weighing 6,500 pounds, and is mechanically operated by man power. It fires a 24 inch by 6 foot, 3 inch projectile and has a recoil of six feet.



Christening Party

CHARLES BOYER and HAL B. WALLIS at the party given by Warner Bros. to christen the two huge boats constructed for "The Sea Hawk," which stars ERROL FLYNN with BRENDA MARSHALL.

McDonald to Meg "Missouri"

FRANK MCDONALD, currently directing GENE AUTRY in Republic's "Rancho Grande," has been assigned the directorial post on "In Old Missouri," the WEAVER BROTHERS and ELVIRY feature at the same studio. MCDONALD is expected to complete his current chore befor the end of this month.

Hugh O'Connell in "Destiny"

HUGH O'CONNELL, who returned to Hollywood from the Broadway stage for an important role in RKO's "My Favorite Wife," has been signed by Paramount for a top supporting role in "Destiny," joining a cast headed by BASIL RATHBONE, JOHN HOWARD and ELLEN DREW. The picture is being produced by GEORGE ARTHUR and directed by TIM WHELAN, and is based on a story by BEN HECHT and CHARLES MACARTHUR.

RKO Obtains "Sister Carrie"

"Sister Carrie," greatest novel from the pen of THEODORE DREISER, has been obtained for the screen by RKO as one of its big pictures on the 1940-41 schedule. Cast and director will be announced shortly.

Wallace and Jones to Roach

Director RICHARD WALLACE and Writer GROVER JONES checked in at the HAL ROACH studio to start preparations on "Captain Caution," which will be their first assignment for ROACH on a three-picture deal. The same team were responsible for Universal's "The Under-Pup."

Goldwyn Re-signs Former Extra

SAMUEL GOLDWYN has announced that he has exercised his option on DORIS DAVENPORT, former extra girl, and has signed her to a long term contract on the strength of her performance opposite GARY COOPER in "The Westerner."



Paramount's Visitor

SABU, *talented boy star who scored such a hit in his first picture, visits the "Destiny" set at Paramount. He is shown pouring milk from the fruit of the coco palm, for Actor* JOHN HOWARD *and Director* TIM WHELAN.

"Susan and God" Starts

MGM's "Susan and God," starring JOAN CRAWFORD and FREDERIC MARCH, got under way last week with GEORGE CUKOR directing the HUNT STROMBERG production. The cast now includes RITA QUIGLEY, ROSE HOBART, BRUCE CABOT, RUTH HUSSEY, NIGEL BRUCE, RITA HAYWORTH and JOHN CARROLL.

Dr. Kalmus Receives Pioneer Award

DR. HERBERT T. KALMUS, President of Technicolor, received the Modern Pioneer award of the National Association of Manufacturers. Selection of those receiving the awards was made by a committee of scientists headed by DR. KARL K. COMPTON, president of the Massachusetts Institute of Technology.

"Young People" Shirley's Next

SHIRLEY TEMPLE'S next vehicle at 20th Century-Fox will be "Young People," with CHARLOTTE GREENWOOD and JACK OAKIE in the leading supporting roles. A shooting script for the film, which will be SHIRLEY'S twenty-second full length feature, is now being prepared by EDWIN BLUM and DON ETTLINGER.

Miriam Hopkins Returns

MIRIAM HOPKINS, who went to New York following completion of "Virginia City," in which she co-stars with ERROL FLYNN and RANDOLPH SCOTT, returns to the Warner Bros. studio this week to prepare for her role in "January Heights."

Sign Topflight Writer

MYLES CONNOLLY, topflight writer, was signed by Producer CHARLES R. ROGERS to prepare the screenplay of "Senate Page Boys," his second vehicle for Columbia. CONNOLLY will work from an original story recently purchased from ALBERT BENHAM, former publicity man of Washington, D. C., and JEANNE SPENCER.

To Co-Star Benny and Allen

ZION MYERS, who recently completed the screenplay of "Buck Benny Rides Again" was assigned by Paramount to work on the next picture for BENNY, in which FRED ALLEN will be co-starred. It will be produced and directed by MARK SANDRICH.

J. J. Nolan New Head Of RKO Hollywood Studios

On the eve of his departure for New York, GEORGE J. SCHAEFER appointed J. J. NOLAN vice-president in charge of RKO's Hollywood Studios. NOLAN, a veteran executive of the company for many years, came to the West Coast six years ago and for some time past has been serving as assistant to the president.

NOLAN started his association with the motion picture industry twenty years ago with the Robertson-Cole Company. He also served for many years in the publicity and accounting departments and as assistant secretary in the New York offices of RKO.

Departure of SCHAEFER from the Hollywood scene marks the close of an unusually busy month here, during which time he closed a number of important deals for the company, in addition to lining up the 1940-41 program.

SCHAEFER also announced the appointment of BEN PIAZZA as head of the studio talent department, and the start of negotiations which will bring a number of outstanding stars to the screen in RKO pictures during the coming year.

Henry Ginsberg Joins Paramount As Assistant to Frank Freeman

HENRY GINSBERG, widely known motion picture official and for the past several years vice-president and general manager of Selznick International Pictures, will join Paramount's executive staff within the next few weeks, it was announced by Y. FRANK FREEMAN, vice-president in charge of studio operations.

In his new work, GINSBERG will be active as an assistant to FREEMAN in the handling of executive matters in connection with the studio.

It had been rumored that GINSBERG would enter the independent production field, but the Paramount affiliation puts these rumors to rest.

U Drops "Dead Enders"

Negotiations for the "Dead End" kids to appear in Universal's "Son of Mama Posito" with the Little Tough Guys, was dropped by the studio when the group decided to continue their personal appearance tour. BILLY HALOP, who quit the tour to appear in RKO's "Tom Brown's Schooldays," will appear in the picture which will start around the middle of March.

Malvern to Produce Again

PAUL MALVERN, who was responsible for the series of "Tailspin Tommy" pictures on last year's Monogram schedule, was signed to produce the JACK LONDON story, "Queen of the Yukon," it was announced by SCOTT R. DUNLAP, the studio's production head. Production is scheduled to start in about three weeks.

Newcomer

An old combination accepts a newcomer into the fold when DEANNA DURBIN *and Producer* JOE PASTERNAK *(right) welcomed* WILLIAM SEITER *as director of* DEANNA'S *seventh picture, "It's a Date." Pasternak has produced all six* DEANNA DURBIN *hits.*



HOLLYWOOD SIGHTSEEING WITH THE *Oldtimer*

Over to stage 21 at Warner Bros., the largest and most modern in the industry, for the launching of the "Sea Hawk" and the "Madre de Dios" . . . and watched ERROL FLYNN get a champagne bath at the christening. We understand over 1,000,000 gallons of water will be used for the sea scenes, to be taken on the stage.

Paramount's seventeen seventeen-year-old Cinderellas, gathered from seventeen cities throughout the United States for the preview of "Seventeen," was a swell publicity stunt that got plenty of front page breaks. As for the seventeen seventeen-year-olds . . . they made us feel sorry we were in the oldtimer class.

Tickled to see our old pal GEORGE R. BILSON back in harness again handling the exploitation for SOL LESSER'S "Our Town" . . . and you can take it from us, GEORGE is "tops" in the sales promotion field.

BORIS KARLOFF, that old meanie who has been killed at least 50 times in his screen career, dies twice in his latest Columbia picture, ironically titled "The Man Who Would Not Die." P. S. This is NOT a sequel to "The Man They Couldn't Hang," it's just the same guy being bumped off again.

We were sitting next to one of the so-called big shot columnists at a preview a short while ago, and from the way he acted, we thought he really enjoyed the picture. We spotted his review the following day, and were we surprised to read the panning he gave it . . . and all because he has a personal grudge against the director. That's Hollywood, for you.

Luncheon at the 20th Century-Fox studio at a table with three of the extras in "Lillian Russell," and it would have pleased director IRVING CUMMINGS to hear the nice things they had to say about him.

The title of the latest Jones Family picture, "On Their Own," sounds like a natural, what with papa Jones (JED PROUTY) walking out on the family and leaving them on their own.

The Studio Check-Up

[This Week: In Production—42; Being Edited—72
Last Week: In Production—41; Being Edited—72]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

BLAZING SIX SHOOTERS*
FIVE LITTLE PEPPERS AT HOME*
TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
BLONDIE ON A BUDGET*
TOO MANY HUSBANDS*
ESCAPE FROM THE BIG HOUSE*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

IN PRODUCTION

DOCTOR TAKES A WIFE*
MAN WHO WOULD NOT DIE—Boris Karloff. Director, Nick Grinde.

OFFENDERS OF THE LAW—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

METRO-GOLDWYN-MAYER

BEING EDITED

STRANGE CARGO*
FLORIAN*
NEW MOON*
GHOST COMES HOME*

IN PRODUCTION

FORTY LITTLE MOTHERS*
EDISON THE MAN*
DR. KILDARE'S GIRL*
TWO GIRLS ON BROADWAY*
WATERLOO BRIDGE—Vivien Leigh, Robert Taylor, Virginia Fields. Director, Mervyn LeRoy.

PRIDE AND PREJUDICE—Greer Garson, Laurence Olivier, Mary Boland. Director, Robert Z. Leonard.

MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Quigley, Ruth Hussey. Director, George Cukor.

TWENTY-MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

MONOGRAM

BEING EDITED

RHYTHM OF THE RIO GRANDE*
CHEYENNE KID*
MIDNIGHT LIMITED*

IN PRODUCTION

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

SON OF THE NAVY—Jean Parker, James Dunn, Director, William Nigh.

PARAMOUNT

BEING EDITED

DR. CYCLOPS (Tech.)*
UNTAMED (Tech.)*
TYPHOON (Tech.)*
SHOWDOWN*
OPENED BY MISTAKE*
LIGHT OF WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*

PARAMOUNT (Cont.)

HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*
GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff. Director, Preston Sturges.

NIGHT OF JANUARY 16th—Barbara Stanwyck, Don Ameche. Director, Mitchell Leisen.

IN PRODUCTION

DESTINY*
GHOST BREAKERS—Bob Hope, Paulette Goddard. Director, George Marshall.

RKO-RADIO

BEING EDITED

BULLET CODE*
MILLIONAIRE PLAYBOY*
LITTLE ORVIE*
PRIMROSE PATH*
IRENE*
BILL OF DIVORCEMENT*
AND SO GOODBYE*
MY FAVORITE WIFE*
COURAGEOUS DR. CHRISTIAN*
THE RAMPARTS WE WATCH—March of Time Feature.

CURTAIN CALL—Barbara Read, John Archer. Director, Frank Woodruff.

IN PRODUCTION

YOU CAN'T FOOL YOUR WIFE—Lucille Ball, James Ellison. Director, Ray McCarey.

SAINT TAKES OVER—George Sanders, Wendy Barrie. Director, Jack Hively.

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

REPUBLIC

BEING EDITED

PIONEERS OF THE WEST*
FORGOTTEN GIRLS*

IN PRODUCTION

DARK COMMAND*
RANCHO GRANDE*
GHOST VALLEY RAIDERS—Donald Barry, Lona André. Producer-Director, George Sherman.

20th CENTURY-FOX

BEING EDITED

SHOOTING HIGH*
DANCE WITH THE DEVIL*
I WAS AN ADVENTURESS*
VIVA CISCO KID*
SAILOR'S LADY*

IN PRODUCTION

STAR DUST*
LILLIAN RUSSELL*
EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

CHARLIE CHAN'S CRUISE—Sidney Toler, Marjorie Weaver. Director, Eugene Forde.

ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

MARYLAND—Brenda Joyce, John Payne, Walter Brennan, Fay Bainter, Charlie Ruggles. Director, Henry King. In Technicolor.

UNITED ARTISTS

BEING EDITED

REBECCA (Selznick)*
CRACKPOTS (Roach)*
HOUSE ACROSS THE BAY (Wanger)*
1,000,000 B. C. (Roach)*
MY SON, MY SON (Small)*
THE WESTERNER (Goldwyn)*

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

OUR TOWN—Frank Craven, Fay Bainter, Thomas Mitchell. Director, Sam Wood. Producer, Sol Lesser.

TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Clayton Moore. Director, Alfred E. Werker. Produced by Edward Small.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
DOUBLE ALIBI*
BLACK FRIDAY*
ENEMY AGENT*
HOUSE OF THE SEVEN GABLES*
ZANZIBAR*
ALIAS THE DEACON*
MA! HE'S MAKING EYES AT ME*

IN PRODUCTION

IT'S A DATE*
SANDY IS A LADY—Baby Sandy, Mischa Auer, Nan Grey. Director, Charles Lamont.

IF I HAD MY WAY—Bing Crosby, Gloria Jean. Producer-Director, David Butler.

LA CONGA NIGHTS—Hugh Herbert. Director, Lew Landers.

WARNER BROTHERS

BEING EDITED

TEAR GAS SQUAD*
FUGITIVE FROM JUSTICE*
VIRGINIA CITY (Tech.)*
IT ALL CAME TRUE*
THREE CHEERS FOR THE IRISH*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*

IN PRODUCTION

SEA HAWK—Errol Flynn, Brenda Marshall, Donald Crisp. Director, Michael Curtiz.

ALL THIS AND HEAVEN, TOO—Bette Davis, Charles Boyer. Director, Anatole Litvak.

TORRID ZONE—James Cagney, Pat O'Brien, Ann Sheridan. Director, William Keighley.

AN ANGEL FROM TEXAS—Eddie Albert, Jane Wyman, Ronald Reagan. Director, Ray Enright.

FLIGHT NUMBER 8—Ralph Bellamy. Director, Lew Seiler.

The Box Office Slant

Seventeen

(Continued from page 21)

appeal of the book. It should be well and profitably received at the boxoffice, as it is sincere, amusing and humanly real. The choice of Jackie Cooper as young William Sylvanus Baxter, was a perfect one, as he is at his best, portraying with complete understanding the agonies of youth. Betty Fields gives a flawless interpretation of the heartless young siren and they are both given excellent support by a carefully chosen cast, among whom are Otto Kruger, Ann Shoemaker and nine-year-old Norma Nelson, who scores with her delightful portrayal of the tattle-tale sister. Much credit should be given Louis King for his skillful, sympathetic direction and Stuart Walker, associate producer, for a picture splendid in all details. A newspaper contest seeking the ideal "Seventeen" year old girl in your community should attract attention. Young boys driving around town in "jaloppies" carrying a banner advertising the picture will make a swell street ballyhoo. Tie up with book stores for window displays. Contact editors of school papers and supply them with stills from the picture.

(FAMILY)

Catchline: "It's good . . . but DEFINITELY."

AUDIENCE SLANT: AN UNUSUALLY DELIGHTFUL PICTURE FOR THE ENTIRE FAMILY.
BOX OFFICE SLANT: SHOULD BE WELL AND PROFITABLY RECEIVED.

Saunders' Full Page Co-op Ad

Matt Saunders' exploitation campaign for "The Shop Around the Corner" at Loew's Poli, Bridgeport, was featured by a full-page cooperative ad in the local *Post* that was a "natural." Contacting neighborhood merchants, he arranged for a display, one day before the opening, featuring ads of various dealers, including luggage, furniture, photographs, service stations, carrying copy plugging "The Shop Around the Corner" and urging readers to shop at these places following their visit to the theatre. The title of the film itself fitted in very easily with the individual ads.



No. 1 Cowboy Signs Ordinance

When Gene Autry, Republic cowboy star, made a personal appearance recently at the Embassy Theatre, Reading, Pa., Manager P. E. Glase took him around to the City Hall, where he sat in the chair usually occupied by Mayor Harry F. Menges and signed a new ordinance backed by Reading Councilmen Bach, Hofses, Wenrich and Stone. Approximately 10,000 people in one day attended the Embassy to see Mr. Autry.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Bat Whispers (My-D)	86.	C. Morris-U. Merkel		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
Heart of New York (Mu)	80.	Jolson-Evans-Morgan		Reissued
Hell's Angels (D)	100.	Lyon-Harlow-Hall	1/10/40	Reissued
Monster Walks (My-D)	60.	Mischa Auer		Reissued
Out of Singapore (D)	76.	Noah Beery-Dorothy Burgess	6/24/39	Reissued
Rain (D)	85.	J. Crawford-W. Huston		Reissued
Scarface (D)	88.	P. Muni-G. Raft-A. Dvorak		Reissued
Sky Devils (C-D)	88.	Spencer Tracy		Reissued
Street Scene (D)	79.	Sylvia Sidney		Reissued
Three Broadway Girls (C)	83.	Blondell-Evans-Claire		Reissued
Tombstone Canyon (W)	67.	Bob Burns		Reissued
Tonight Or Never (D)	92.	Swanson-Douglas-Karloff	5/1/39	Reissued
Tumbleweeds (W)	86.	William S. Hart	8/1/39	Reissued
U-67 (D)	60.	Alan Hale-Claude Allister		

COLUMBIA

1938-39

Behind Prison Gates (D)	63.	Brian Donlevy-Jacqueline Wells	(A)	7/28,39	b8/26/39
Blind Alley (D)	71.	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Takes a Vacation (C)	68.	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79.	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70.	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61.	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60.	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101.	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78.	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63.	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65.	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58.	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58.	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65.	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of the Yukon (W)	64.	Chas. Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122.	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61.	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78.	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59.	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Spoilers of the Range (W)	58.	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Trapped in the Sky (D)	60.	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58.	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62.	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62.	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86.	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68.	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)	61.	Charles Starrett-Iris Meredith			a1/6/40
Blondie Brings Up Baby (C)	68.	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)		Penny Singleton-Arthur Lake		2/29/40	a1/27/40
Bullets for Rustlers (W)	58.	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Cafe Hostess (D)	63.	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)	66.	Hudson-Lane-Lang		1/31/40	a1/20/40
Doctor Takes a Wife (D)		Loretta Young-Ray Milland			a2/24/40
Escape from the Big House (D)		John Litel-Rochelle Hudson		3/4/40	a2/17/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66.	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59.	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92.	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature			In Prod.
Lone Wolf Strikes (My-D)	66.	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Man Who Would Not Die		Boris Karloff			In Prod.
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130.	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Offenders of the Law (D)		Jack Holt-Marian Marsh			In Prod.
Outpost of the Mounties (W)	63.	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D)	63.	Jack Holt-Irene Ware	(F)	3/7/40	h2/17/40
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Scandal Sheet (D)	65.	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55.	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82.	Rex Harrison-Karen Verne	(F)		b10/21/39
Texas Stagecoach (W)		Chas. Starrett-Iris Meredith (Former title, "Texas Express")			a1/27/40
Those High Gray Walls (D)	82.	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)		Arthur-MacMurray-Douglas		3/21/40	a2/3/40
Two-Fisted Rangers (W)	62.	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D)	79.	Conrad Veidt-Valerie Hobson (Reviewed as "Spy in Black")	(F)	10/7/39	b7/15/39

MGM

1938-39

Andy Hardy Gets Spring Fever (C)	85.	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67.	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112.	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85.	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Goodbye, Mr. Chips (D)	114.	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80.	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Ice Follies of 1939 (D)	82.	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86.	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70.	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92.	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
Lucky Night (C-D)	82.	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72.	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87.	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80.	Wallace Beery-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60.	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67.	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80.	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70.	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65.	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of Oz (Tech.) (Mu-C)	101.	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

MGM

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful		Jean Muir-Robert Cummings			In Prod.
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97.	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102.	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)	100.	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70.	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84.	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Girl (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87.	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson			a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Ghost Comes Home (C)		Frank Morgan-Billie Burke		3/8/40	a2/17/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67.	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97.	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)	75.	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87.	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart			In Prod.
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice		Greer Garson-L. Olivier			In Prod.
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Lraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)		Gable-Crawford-Hunter		3/1/40	a11/25/39
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Susan and God (D)		Joan Crawford-Fredric March			In Prod.
Twenty Mule Team		Wallace Beery-Leo Carillo			In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell			a2/17/40
Waterloo Bridge		Vivien Leigh-Robert Taylor			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

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Across the Plains (W)	52.	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61.	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61.	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62.	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69.	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63.	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58.	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83.	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65.	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60.	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51.	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61.	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61.	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61.	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Wolf Call (D)	61.	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)	64.	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)		Jack Randall-Louise Stanley		2/24/40	a2/3/40
Danger Ahead (W)		James Newill-Dorothea Kent		1/10/40	a12/23/39
East Side Kids (D)	62.	Ames-Moore-Bryant-Barnett		2/10/40	b2/24/40
Fatal Hour (My-D)	60.	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60.	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77.	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59.	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D)		Warren Hull-Kay Linaker (Former title, "Front Page Lady")		1/20/40	a12/23/39
Human Monster (D)		Bela Lugosi		3 9/40	In Prod.
Midnight Limited (D)		John King-Marjorie Reynolds			a2/24/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51.	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)		Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85.	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker		3/30/40	In Prod.
Tomboy		Marcia Mae Jones-Jackie Moran		4/5/40	In Prod.
Torpedo Raider (D)		Barry Mackay		2/10/40	Not Rev.
Westbound Stage (W)	52.	Tex Ritter		12/15/39	a11/4/39
Yukon Flight (W)	57.	James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12,38
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(A)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

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1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/12/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers		Bob Hope-Paulette Goddard			In Prod.
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden		5/7/40	a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of January 16th (D)		Barbara Stanwyck-Don Ameche			In Prod.
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		5/28/40	a1/20/40
		(Former title, "Woman from Hell")			
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		5/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)		Wm. Boyd-J. Clayton-Hayden		3/8/40	a10/14/39
		(Former title, "Gun Chores")			
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		6/12/40	a1/13/40
		(Former title, "Hold Your Horses")			
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		5/21/40	a11/25/39
		(Former title, "At Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		6/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)		Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
And So Good-bye (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)		George O'Brien-Virginia Vale		4/5/40	a12/30/39
Courageous Dr. Christian (D)		Jean Hersholt-Dorothy Lovett		4/5/40	a2/24/40
Curtain Call		Barbara Reed-John Archer		4/26/40	In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)		Ford-Lang-Gargan		3/8/40	a6/10/39
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)		Johnny Sheffield-Ernest Truex		3/1/40	a1/13/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)		Joe Penner-Linda Hayes		3/15/40	a1/13/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over		Geo. Sanders-Wendy Barrie			In Prod.
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
You Can't Fool Your Wife		Lucille Ball-James Ellison			In Prod.

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Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)		Louise Platt-Donald Woods			a2/17/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			In Prod.
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)		3 Mesquiteers			a2/17/40
Rancho Grande (W)		Gene Autry-Smiley Burnette			a2/24/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40

20TH CENT.-FOX

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Cruise		Sidney Toler-Marjorie Weaver			In Prod.
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis		3/29/40	b2/17/40
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

20TH CENT.-FOX

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	a1/27/40
Lillian Russell (D)		Alice Faye-Don Ameche			a2/24/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Maryland (Tech.)		B. Joyce-Payne-Brennan			In Prod.
On Their Own		Jones Family			In Prod.
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Sailor's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (D)		Withers-Autry-Weaver		4/26/40	a12/23/39
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne		4 5 40	a2 10 40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night		Will Fyffe			In Prod.
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)		Cesar Romero-Chris-Pin Martin		4/12/40	a2/10/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS

1938-39

Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Crackpots (C) ... (Former title, "Two's Company")		Stan Laurel-Oliver Hardy			a12/23/39
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)		Joan Bennett-George Raft		3/1/40	a11/11/39
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou		10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)		Brian Aherne-Madeleine Carroll		3/22/40	a1/13/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town		Fay Bainter-Frank Craven			In Prod.
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
South of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Turnabout		Carole Landis-Hubbard-Menjou			In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL

1938-39

Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3 4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Alias the Deacon (C)		Bob Burns			a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12 24 39	b12/2/39
Black Friday (D)		Boris Karloff-Bela Lugosi			a1/27/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D) (Former title, "Test Driver")		Richard Arlen-Andy Devine		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2 24/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		4/19/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Here For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
House of Seven Gables (D)		Vincent Price-Margaret Lindsay			a1/27/40
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean			In Prod.
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
La Conga Nights (C)		Hugh Herbert			In Prod.
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me (C)		Tom Brown-Constance Moore			a2/24/40
Man From Montreal (D)	60	Richard Arlen-Andy Devine		12/8/39	a9/16/39
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W) (Former title, "Vigilante War")		J. M. Brown-Bob Baker		4/5/40	a9/30/39
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey			In Prod.
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W) (Former title, "Galloping Kid")		J. M. Brown-Bob Baker		1/19/40	a9/16/39
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D) (Former title, "Rigadoon")		Lola Lane-James Craig		3/8/40	a1/6/40

WARNER BROS.

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b8/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7 29 39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C) (Reviewed as "Hobby Family")	55	Irene Rich-Henry O'Neill	(F)	8 26 39	b8/19/39
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas		Albert-Wyman-Reagan			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D) (Former title, "20,000 Years in Sing Sing")		Garfield-O'Brien-Sheridan		2/17/40	a8/12/39
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Flight No. 6 (D)		Ralph Bellamy			In Prod.
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)		b2 24 40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffrey Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		b2/24/40
Mad Empress (D) (Reviewed as "Juarez and Maxmilian"—States Rights)	95	Modea Novara-L. Atwill	(A)	12/16/39	a4/29/39
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Fov. Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D) (Former title, "State Cop")		D. Morgan-J. Payne-G. Dickson			a9/23/39
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan		3/16/40	a1/13/40
Till We Meet Again (D) (Former title, "We Shall Meet Again")		Merle Oberon-George Brent			a1/27/40
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39

STATES RIGHTS

Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")	85	Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Merry Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jaqueline Wells	(A)	Producers	b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3 4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire		10	Not Rev.
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10, 14, 39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9, 16, 39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Pnise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

Comment		Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
What Your I.Q.?		7½	Not Rev.
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies		7	Not Rev.
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island		8	Not Rev.
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest		9	Not Rev.
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

Comment		Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Cont.)

Comment		Running Time	Reviewed Issue Of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

Comment		Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Cont.)

Comment		Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

Comment		Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4,22,39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7,22,39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16 39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19,38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15 39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Siam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24,38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4,29,39
Bully Romance	Just Filler	7	6 17/39
Chris Columbo	Good	7	8 20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10,15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10,15/38
Nick's Coffee Pot	Satisfactory	7	7 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5, 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8 19,39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12 9 39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9,30 39
Silly Season	Very Funny	10	11,18,39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9,23,39
For Play Hours	Excellent	10	2 24 40
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10 14 39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12, 9/39
Valley of 10,000 Smokes	Fascinating	10	12, 9 39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9 16 39
Clocking the Jockeys	Interesting	11	10 14 39
Following The Hounds	Outstanding	10	2 24 40
Top Notch Tennis	Good	10	2 24 40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well		7	Not Rev.
Dog in a Mansion	Good	7	2/24,40
Edgar Runs Again	Very Good	7	2/24,40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Much Ado About Nothing		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19,39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)			
Arabian Bazaar	Interesting	8	12,24,38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12 31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9 24 38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15 39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2 25 39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27 39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9 24 38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15,39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8 12 39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7,15,39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda		9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.		8	Not Rev.
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
International Revels		18	Not Rev.
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5 20 39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

VITAPHONE-WARNER 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1/39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not R
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	8/12/39
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Casanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Club on the Air	Okay	10	4/ 1/39
Artie Shaw	For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Sho Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39

VITAPHONE-WARNER (Cont.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Lives in Peril		12	Not Rev.
Minute From Death		12	Not Rev.
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (18) (Tech.)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Men Wanted		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky		7	Not Rev.
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Conuettes	Just Filler	10	1/ 6/40
Carl Hoff		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

STATES RIGHTS

	Comment	Running Time	Reviewed Issue Of
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Gems of the Orient (Modern)	Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39

SERIALS 1938-39 (Cont.)

	Number of Chapters	Reviewed Issue of
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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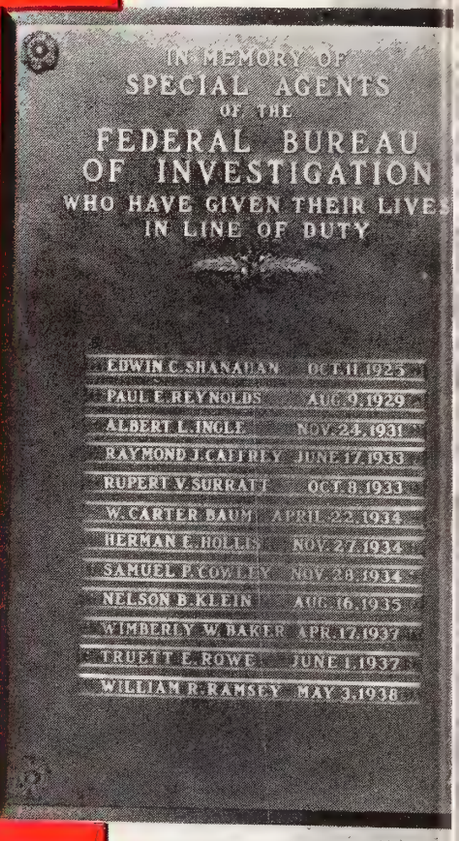
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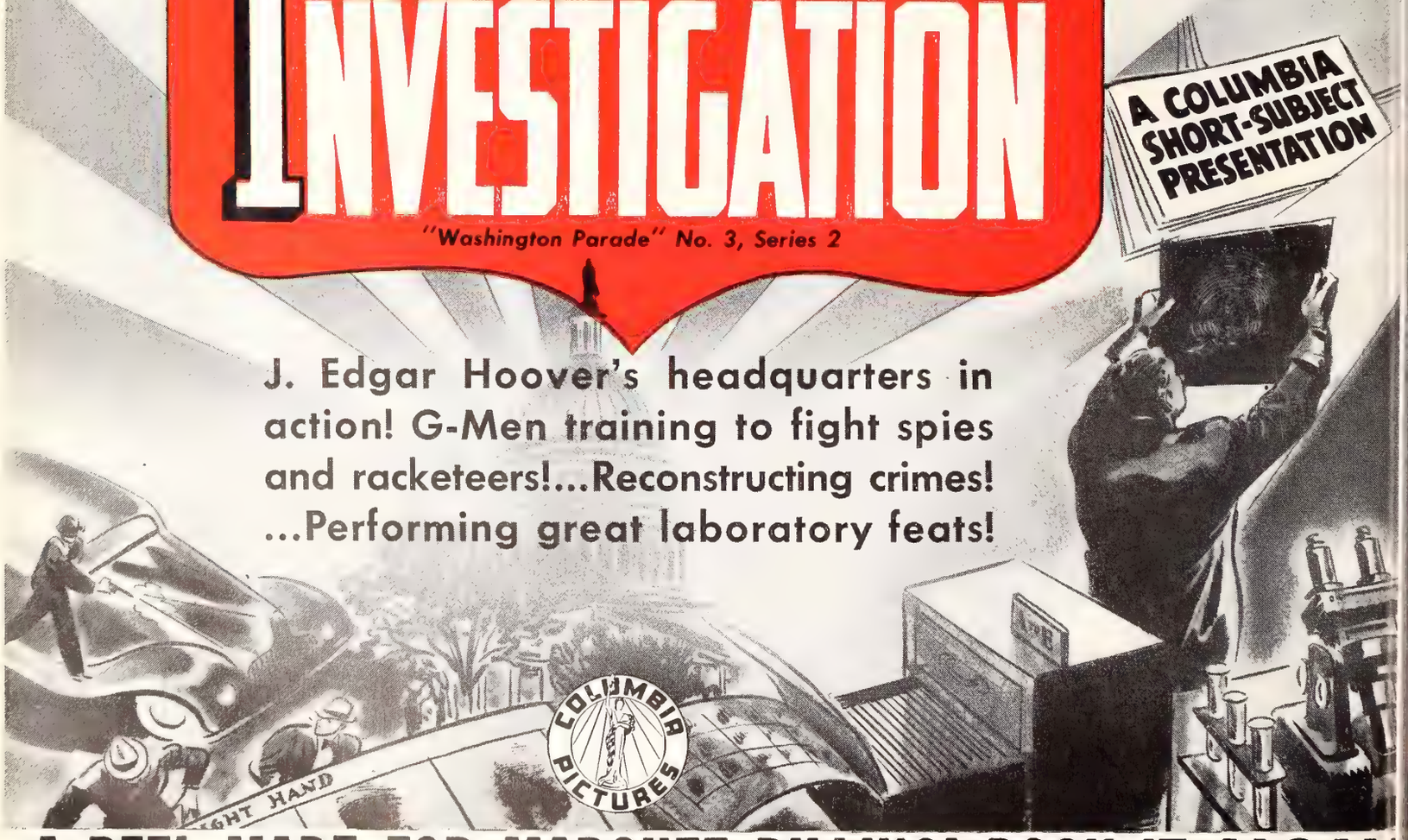
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FILE

SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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March 2
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THE LIBRARY OF CONGRESS
CENTRAL SERIAL RECORD
JUL 20 1942

Including:

New Theatres Via Remodeling
You May Owe Your Equipment Money
How To Step Up Sound Quality
Pick the Right Cooling System
Essentials for Proper Projection
The Bulletin Board — Literature Bureau


"What does BOX-OFFICE mean, papa?"
"That's easy son. It's when you've got Metro-Goldwyn-Mayer Pictures!"
CLARK GABLE
JOAN CRAWFORD
"STRANGE CARGO"
with
IAN HUNTER • PETER LORRE • PAUL LUKAS
Albert Dekker • J. Edward Bromberg • Eduardo Ciannelli
A FRANK BORZAGE PRODUCTION
Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage • A Metro-Goldwyn-Mayer Picture
Produced by Joseph L. Mankiewicz

The Editorial Page

As We View It . . .

The solution to the exhibitor-organization problem definitely does not lie in the formation of a third national body. The "house" is already divided by two groups thoroughly at odds on many vital matters. What the independent exhibitor needs badly is ONE national organization to replace the two now in existence. And there certainly is a crying need for one, solid, unified front that will aggressively tackle the problems of the day and battle them out on behalf of a supporting membership.

There are quite a few regional exhibitor groups unaffiliated with either of the two national organizations. In their limited area and strength they are doing excellent work. So excellent in fact, that were the same problems handled on a national basis much good could accrue to the exhibitors. One of the most oustanding in this classification is the Pacific Coast Conference of Independent Theatre Owners. Shorn of all semblance of play-acting or fund-raising, they seem to possess the rare knack of getting down to brass tacks and working out their own salvation. Other groups would do well to pattern their activities after the PCCITO.

△ △ △

Those who consider the studio strike possibility a dead issue after the settlement of last fall may be due for a rude awakening. Far from being remote, the current conferences are rapidly reaching an impasse. When that happens a strike can happen along with it overnight. Keep your weather-eye sharply focused on your coming availabilities should the situation become more acute.

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With the new season product announcements and conventions right around the corner exhibitors are looking forward to what the news will be. Their interest is two-fold. First: What the product line-up will look like and whether there will be any reduction in the number of features to be made for 1940-41, and, second: what selling policies are to be announced along with the product.

There appears to be every indication that product for the remainder of the current season will maintain its fine average of the past few months. This may be due to the intense desire of many distributors to aid new season selling through the excellence of end-of-the-season films.

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The National Variety Club Convention in Dallas on April 18 to 20, will bring together far more industry executives and leaders than even an exhibitor convention. What is it this Variety Club crowd has that prompts so representative a gathering of industry big-wigs? Must be something more than just a good time. Or do they find in the Variety gatherings that feeling of good-fellowship we all love so much? Whatever it is, it IS good. Will we be seein' you in Dallas on the 18th?

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Most interesting is definition of policy statements from the various companies through the Ohio Theatre Owners' Pete Wood. They are being published in full elsewhere in this week's issue. Those theatremen who have had any experience differing from what each company head has stated should definitely communicate with the sales head of the offending exchange.

△ △ △

In a recent press conference, Barney Balaban stated most emphatically that the revenue from 16mm. versions of his company's product is much too small to risk its becoming competition to legitimate picture houses. Which answers one of the points we raised in a recent discussion on the same subject. Now that we know the answer, and from a top-flight executive, we are more than ever dead set against the transposition of Hollywood product onto the narrow film for any purpose whatsoever.

△ △ △

Another important item in the Balaban interview was his statement that fewer pictures would be made for next season, placing great emphasis on the fact that the money formerly used for B product would be thrown into the A budgets in a sensible effort to improve their better pictures. We heartily favor such a policy and such a broadminded view on a most vital matter. We have stressed time and again the importance of cutting down mass production with a definite view towards eliminating many of the turkeys.

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With the avalanche of propaganda which has descended upon the theatremen throughout the country they finally must have realized that the Neely Bill is important. So we would also judge from the amount and type of comment in our own mailbag. If this current activity for and against the Bill accomplishes nothing else, it must awaken the theatremen to the importance of the legislation and what its effect can ultimately be insofar as it concerns their own business. In which case they should be educated enough by this time to determine for themselves whether or not they should aid or oppose its passage. There must be some mighty good reasons why so many theatremen who formerly favored the Bill are now so definitely opposed to it.

—"CHICK" LEWIS.

MAR -4 1940

Neely Bill Will Increase Costs, Ned Depinet Warns

His Letter and Goldberg Booklet Sent to 9,200 Civic Group Heads; Measure Condemned on Coast

Letters assailing the Neely bill as "impractical and misleading" and declaring its passage "would materially increase distribution costs of motion pictures and consequently increase admission prices," are being received by more than 9,200 executives of women's clubs, Better Film Councils, schools, Y.M.C.A.'s, churches, and similar organizations throughout the country.

An 8-page booklet, "Questions and Answers Clarifying the Neely bill," written by Harry Goldberg, director of advertsing and publicity for Warner Theatres, is enclosed with each letter. Copies of the Depinet letter and Goldberg booklet are also being sent to all exhibitors, circuit officials and house managers whose names appear on RKO'S regular sales promotion list.

In his letter, Depinet says:

"The impractical features of the bill are found in Sections 3 and 4. Under the provisions of Section 3, we believe it would be impossible for us to sell more than one picture at a time to the exhibitor because of the severe restrictions and penalties in the proposed law. According to the Neely bill, if our salesman for instance, were to offer just two pictures at the same time and put a different price on each, he would be open to the accusation that, knowing the exhibitor strongly desired one of these pictures he purposely placed an excessive price on it and a lower price on the other one and thus really forced the exhibitor to buy both of them in order to maintain the theatre's normal average cost per picture—a practice prohibited by the bill. Therefore we can see no other alternative than to sell only one picture at a time, a procedure bound to drastically increase selling costs, thereby eliminating any chance of being accused of tying one picture to another in making a sale.

"Section 4 demands that we furnish the exhibitor a complete synopsis of each picture at the time it is sold. (Most sales are made prior to the start of, or during, production.) This section is impractical because of necessary changes which are made after pictures enter production at the studio, and the penalties are so high ($5000 fine and/or imprisonment) for not furnishing an accurate synopsis at time of sale, that we wouldn't dare attempt such a procedure, but would have to change our marketing method so as to complete the production of every picture before we sold it. This would cause financing troubles for us, reduced production, and consequently a large increase in unemployment.

"In other words, the Neely bill will not do what its proponents expect, but it will bring a severe hardship on the industry and the public. If you desire additional information, we will be glad to send it. In the interests of better motion pictures, we urge you to immediately write or wire your Congressman your opposition to the Neely bill No. S-280."

Meanwhile, through the efforts of Sol Lesser, motion picture producer and a member of the Board of Directors of the Los Angeles Chamber of Commerce, an oral report presented to the Board by a special Board Committee, none of whom are connected with the film industry, was made available to motion picture trade papers this week.

Recommending that the bill be defeated, the Committee declared that "if production is to be limited to pictures which must be certain in advance to be a success, then we will either have few pictures made or a producer will be so restricted in production as to ultimately destroy . . . the moving picture business. . . . The proposed law is an attempt to put the government into business where it cannot do a constructive work, but on the contrary will place such restrictions upon the industry as to handicap it in the field of entertainment, news and education."

KELLEY TESTIMONIAL

Washington — A testimonial dinner sponsored by the local Variety Club will be held here next Friday in the main ballroom of the Willard Hotel in honor of Andrew R. Kelley for his 30 years as a member of the press, fifteen of which were spent in association with the *Washington Times*. Chairman of the dinner is Hon. Melvin C. Hazen, and Sam Wheeler is in charge of ticket sales.

More Advertising Submitted

Hays Office Passes Upon More Publicity, Exploitation Ideas, Advertising, Trailers and Stills Than Ever Before

All forms of advertising were used more heavily in 1939, according to statistics compiled by the Advertising Advisory Council of the MPPDA. This includes actual advertising, publicity and exploitation ideas.

There was a gain of 2,556 in the number of ads submitted, the total being 12,386. Only 198 were rejected. There were 109,083 stills submitted to the Hays Office, of which 787 were discarded or ordered retouched. There were 2,013 posters submitted of which 47 had to be changed. Nine deletions were ordered in the 981 trailers passed upon. A total of 10,554 publicity stories and 9,388 exploitation ideas were submitted, none of which were found to be objectionable. A total of 6,960 miscellaneous advertising accessories was cleared.

UA Will Have 28-30 Pictures

No Cut in Budgets or Quality; Farnol Declares

Neither budgets nor the quality of product are being cut by United Artists producers in spite of the war abroad and diminishing foreign grosses, and next season's program will embrace 28 to 30 pictures, it was announced this week by Lynn Farnol, director of advertising and publicity, following his return from Hollywood where he looked at completed and partially completed product from the various producers.

Murray Silverstone, UA executive now in Hollywood, has been successful in negotiating with one or two new producers to be announced shortly, Farnol said.

Northwest Allied to Rap Percentage Pictures

Minneapolis—Expected to go on record against percentage pictures generally, Allied Theatres of the Northwest will hold its convention here March 5-6. Although the unit has been critical of the 70 p.c. asked by MGM for GWTW, it is expected the convention will accept these terms because of the picture's exceptional showing in this territory. Besides doing $100,000 in three weeks here, it also did smash business in Milwaukee, Des Moines and Omaha. Indications are that the convention will point out that holdovers in first-run key centers are resulting in a product shortage.

J. J. O'Connor Month Planned for RKO Theatres

As a special tribute to John J O'Connor, vice-president and general manager of RKO Theatres, a "John J. O'Connor Month" will be staged by Charles B. McDonald, Louis Goldberg, Sol Schwartz and James Brennan from Thursday, March 7, through Wednesday, April 10. Fred Meyers and Harry Mandel have been named co-chairmen of the drive, the plan and purpose of which was outlined at a meeting at the home office last week.

Pledge Support to "Montague Anniversary"

Exhibitors are pledging their support to Columbia's "Montague 15th Anniversary Campaign." Among those who have written or wired the Columbia home office to that effect are:

Ernie Schwartz, Cleveland; Frank H Durkee, Baltimore; C. H. Olive, Washington; Jules J. Rubens, Chicago; Si Fabian, Walter Immerman, Chicago; I. M Rappaport, Baltimore; Mort H. Singer Chicago; J. Louis Rome, Baltimore; Nic Basil, Buffalo; Henry Greenberger and Max Lefkowich, Cleveland; Lou B. Metzger, San Diego; Jack R. Keegan, Milwaukee; H. S. Gallup, Marquett, Mich. L. F. Gran, Milwaukee; Alfred D. Kuval Milwaukee.

Exhibs Attack Pot O'Gold Film

Roosevelt Says It Might Be Sold Separately

Exhibitor opposition to James Roosevelt's plan to make a picture based on Horace Heidt's Pot O' Gold radio program, has impelled the producer to announce that the picture might be sold singly. The Pot O' Gold program has been the subject of exhibitor attacks throughout the country.

Roosevelt candidly admitted that he would not be surprised if the picture drew exhibitor opposition. He said it would be released in November and that production would start in the early summer. Roosevelt also announced that the script of his first picture, "The Bat," would be completed by April 1 and that the cast would feature Claude Rains, Rochester, Edna May Oliver and Robert Morley.

It was announced last week in Hollywood that the Mills-Globe Co. had been formed by Roosevelt and Fred L. Mills of Chicago to produce short sound films to be shown by nickel-in-the-slot projectors at corner drug stores and other places.

"B" Pics On Decline, Declares Thompson

Stating that although he could speak only for Paramount, Harlan Thompson, Paramount producer, this week confirmed reports that there is a definite tendency among all studios to reduce the number of "B" pictures next season, and that indications point to a greater number of top-bracket films for the 1940-41 programs.

Hays' Annual Report

Will H. Hays will deliver his report at the annual meeting of the MPPDA board of directors on March 25.

SHOWMEN'S Trade Review
Vol. 32, No. 6 Mar. 2, 1940
Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies; ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879.
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Kennedy's Korner

One of our most trusted operatives—rehgallaG eoJ (we spell their names in reverse to keep our news sources secret)—reports further intelligence on the situation we were talking about some korners back. This has to do with the beguilingly homey and entirely unsophisticated influence "Gone With the Wind" is exercising on the Broadway manners and customs. Operative's report tells how occupants of a southbound Broadway car saw a charming little old lady make her way to the front and heard her sweetly inquire of the motorman: "does this car stop at 'Gone With the Wind'?"

Height of something or other is the fearsomely forehanded piece of exploitation indicated in a report that a sales drive for the film, "Bombs Over London" that "ties up with the expected bombing of that city this Spring," is now being organized.

Well authenticated stories that Asta prefers red water hydrants have the famous pup's friends worried no end, now that it's set for that Congressman and his committee to make an investigation of Hollywood's alleged loyalty to Moscow's orders and symbols.

"Mr. Chips" Voted Best Film of Year

Memphis—"Goodbye, Mr. Chips" was voted by the Newspaper Film Critics of America the outstanding motion picture of 1939, President Harry Martin announced this week. Robert Donat was chosen the best actor for his performance in "Chips," while the performance of Bette Davis in "Dark Victory" was declared to be the year's best by any woman actress.

VARIETY CLUB CONVENTION NOTES

Dallas, Texas, April 18, 19 and 20

Just to prove that no single detail is being neglected, Bob O'Donnell just announced that none other than Jacques Singer, conductor of the Dallas Symphony Orchestra, has been appointed musical director for the convention. Mr. Singer will look after all the musical features of the many events scheduled for the entertainment of the visitors to the Dallas meeting.

* * *

Interest in this year's convention is so great that the hotel facilities are apt to be taxed to their utmost. However, sufficient accommodations have been arranged for and all the reservation committee asks is that those who expect to attend, drop a line and make their reservation as early as possible.

* * *

Those reasonably sure of attending should send along their registration check along with their hotel reservation

* * *

Additional data will be found in this issue on the special ad page for the Variety Convention. We suggest that you read the various ads for complete information about the various activities which will take place on those three eventful days of the convention.

Fewer Para. Pix Says Balaban

President Says Company Wil Spend More on Top Thirty

Fewer pictures will be on the Paramount program next year, declared Barney Balaban, President of Paramount, in an interview this week. This will be the result of the company's spending the same amount as it spent on pictures last year, but putting more money into the 30 "A" pictures on the program and subtracting this from the total allocated to "B" pictures. Balaban was frank to admit that all of the 30 would not turn out to be top pictures, but that among these 30 would be Paramount's best 1940-41 pictures.



Barney Balaban

The Paramount president discussed numerous questions affecting the industry, from the exhibition standpoint as well as the distribution and production points of view. At the moment of the interview, he said, he was making an investigation of 16 mm. film to determine whether any exhibitions were hurting theatre business. He pointed out that he had heard of numerous instances where it had, but had yet to have one specific complaint involving a Paramount picture, intimating that the practice of leasing pictures for 16 mm. distribution would cease immediately on receipt of such a complaint. "We have too large a stake in exhibition, and the revenue from 16 mm. films is too small for us to risk any danger to standard exhibition," he said.

Balaban had just returned from Miami, where a conference with theatre partners was held. He said that no matters of major policy were discussed and that the meeting would be followed by another later which would go further into broad general questions of policy. The partners' reports of business show that some are better, some worse than last year, he said.

Balaban mentioned the Neely Bill and pointed out that it does not contain any mention of theatre divorcement, contrary to the opinions of many of its proponents. Furthermore, he pointed out that if theatres were not owned by producing and distributing companies, the independent exhibitors might find the competition more intense than before, for the Paramount theatres now partly owned by the company would be entirely operated by the partners who might feel inclined to put forth even greater efforts than they do now to obtain business. "Then you get right back to the old days when buying power was the only factor," he said.

Paramount's convention date has not yet been decided, he said.

Holiday Helps B'dway Houses

Turnaway Business Reported by Majority of Film Theatres

Although George Washington is supposed to have chopped down the cherry tree, business in Broadway theatres during his birthday and over the weekend did not get the axe but instead was exceptionally good, with turnaways the general rule. During Saturday and Sunday large crowds ruled.

Capacity business was reported by the Roxy throughout Thursday with 120,000 admissions for the first week of "Of Mice and Men" (Roach-UA). With "Gone With the Wind" (Selznick-MGM) entering its 11th week, the Capitol reported a 10,000 turnaway on Washington's birthday. Business on "Abe Lincoln in Illinois" (RKO-Radio) at Radio City Music Hall was big, necessitating an extra show on Saturday. At the Center, "Pinocchio" (RKO-Disney), packed them in, since it was a "natural" for the holidays.

With "The Sidewalks of London" (Para.) and stage band show, the Paramount reported capacity crowds. Patrons were turned away at the Rivoli, where "The Grapes of Wrath" (20th-Fox) is having a highly successful extended engagement. "The Fighting 69th" (WB) closed its four-week engagement at the Strand on Washington's birthday with record crowds.

Farewell Luncheon

AMPA tendered a farewell luncheon this week to Frank Nugent, *New York Times* film critic, who leaves soon to fulfill a 20th-Fox writing contract.

Important Dates

March 8: Washington Variety Club testimonial for Andrew R. Kelley, Willard Hotel.
March 9: Warner Club Ball, Waldorf-Astoria.
March 14: AAAA Gambol of the Stars, Hollywood.
March 15: Cleveland Variety Post midnight benefit, Circle Theatre.
March 25: MPPDA annual meeting, Hays office.
April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.
April 5-6: Second annual Chicago Visual Education Forum, Morrison Hotel.
April 17: Wilmington Better Films Council annual luncheon.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention, Chalfonte-Haddon-Hall Hotel, Atlantic City.
May 8-10: Pacific Coast Conference convention, Los Angeles.

Judell Out of PDC Rathner New Head

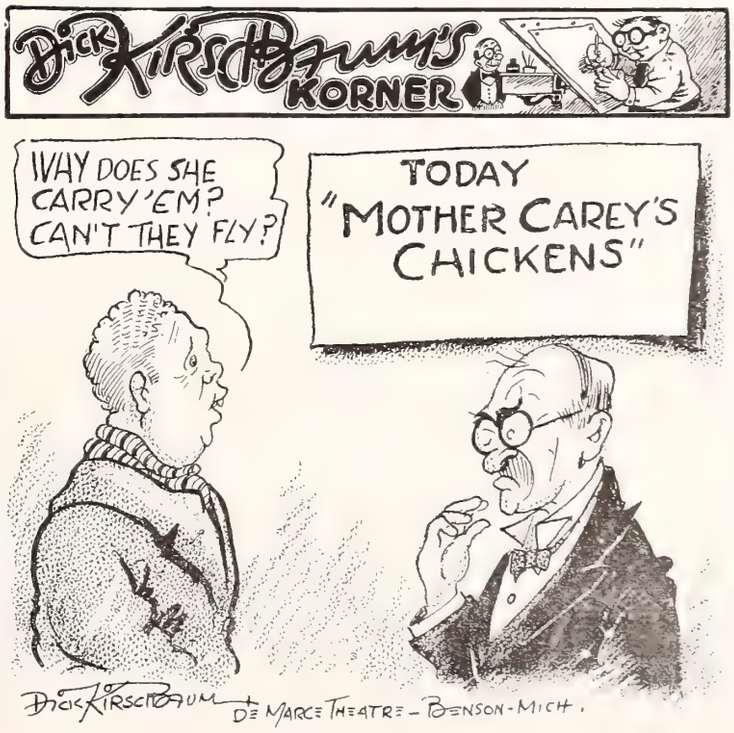
Franchise Holders Continue Despite Co.'s Bankruptcy

Ben Judell has retired from Producers Distributing Corp. and Producers Pictures Corp. and Harry Rathner, former franchise holder in New York, will head the companies which will be completely reorganized. Pathe, principal creditor of the company, will be active in its future operation.

The franchise holders are said to be forming a new company, and they will also participate in financing production. They met in New York this week to consider ways of keeping the company active.

Must Get Permits

Chicago—A city permit must be obtained by tavern proprietors desiring to present 16 mm. films, Judge Mason Sullivan ruled here last week.



Ohio ITO Hits Nickel-In-Slot Pictures

Confab Hears Myers Rap GWTW, and Smith Hit Dies Investigation

James Roosevelt's plan to make nickel-in-the-slot pictures was sharply criticized by the ITO of Ohio at its convention in Columbus this week. Martin Smith, president of the organization, pointed out that there are 18,000 places in Ohio licensed to sell liquor by the drink, each of which will become competition for the motion picture theatres in the state, should this system be followed.



Martin Smith

Smith, in his opening address to the convention, castigated the Dies Committee for its "red" investigation of the motion picture industry, pointing out that exhibitors are a vital cog in the industry as a whole and not in any way associated with communistic activities.



P. J. Wood

Among the speakers was Charles Casanave, vice president and general manager of Advertising Accessories, Inc., who pledged that there would be no advance in the prices of advertising accessories as a result of his company's taking over the distribution of accessories for several of the majors.

Myers attacked "Gone With the Wind" and other extended run pictures giving three reasons as follows: 1. They remove too much "show-money" from circulation; 2. Back-logging of bookings, delaying subsequent runs; 3. They set a standard which makes other pictures dull in comparison.

In order to be able to discuss the subject better at the convention, Wood sent a questionnaire to the sales managers of each of the eight major companies asking four questions: 1. What are the exact cancellation privileges. 2. Can features be purchased without short subjects. 3. Can features be purchased without newsreels? 4. Have all score charges been eliminated? Following are the replies received:

RKO Radio Pictures, Inc. (By Ned E. Depinet, Vice-President):
1. Our exhibition contract carries a 10% cancellation privilege.
2. Our features can be leased without short subjects.
3. Our features can be leased without news reel.
4. Score charges have been abandoned.

Paramount Pictures, Inc. (By J. J. Unger, Division Manager):
1. On accounts that buy our entire feature output, our cancellation privileges are 20% for those accounts whose average price is less $100; 15% for those whose average is $100 to $250; and 10% for those whose average is over $250.
2. Features may be purchased without short subjects.
3. Features may be purchased without news releases.
4. Score charges, as such, have been eliminated.

United Artists Corporation. (By Harry L. Gold, Vice-President):
1. We sell the product of each producer individually.
2. Because of our policy of selling each producer's product individually, our short subjects are sold individually.
3. We do not handle newsreels.
4. Score charges discontinued several years ago.

Vitagraph, Inc. (By Carl Leserman, Assistant to the General Sales Manager). Mr. Leserman sent us a copy of WB printed "Merchandising Policy" which states:
1. An exhibitor who licenses all feature motion pictures offered shall have the right, if he be not in default, to eliminate proportionately among the several brackets, 20% of the total number of features licensed, if the average of the license fees for all features shall not exceed $100, and 10% if such average is in excess of $100.
2. No exhibitor will be required to license short subjects, trailers or reissues as a condition of licensing features.
3. No newsreels.
4. No recording charge will be made in connection with the licensing of any of our feature pictures.

Columbia Pictures Corp. (By Abe Montague, General Sales Manager):
1. As the large majority of our accounts do not buy 100% of our product, we have not found it necessary to make a general announcement regarding cancellation. Our sales force has been informed that they are to deal with each account, where we sell 100% of our product, so that the individual theatre will be thoroughly satisfied with the privileges granted him.
2. The answer is definitely yes. We, as you know, have never forced "shorts."
3. No newsreels.
4. We make no separate charge for score charges.

Universal Film Exchanges, Inc. (By W. A. Scully, General Sales Manager):
1. To the exhibitors who purchase our product 100% we will be pleased to extend a 10, 15 or 20% cancellation privilege, scaled according to film rentals.
2. Our Feature Contract can be purchased without short subjects.
3. Our Features can also be purchased without news reels.
4. We have no score charge.

Metro-Goldwyn-Mayer Pictures. (By W. F. Rodgers, General Sales Manager):
1. To those customers who lease all product offered, and are not in material default, 20% elimination where the average rental is $100 or less; 15% where the average rental is in excess of $100 and not more than $250, and 10% where the average rental is in excess of $250.
2 and 3. Will not insist upon short subjects, newsreels or trailer representation as a condition of licensing its feature products.
4. No Score charges.

Twentieth Century-Fox Film Corp. (By Herman Wobber, General Manager of Distribution): "Let me say that we have been selling our contracts in line with the general practice of the major companies. We are not insisting upon the sale of our Short Subjects and we know of no instances where they were forced upon any Exhibitors—and that also applies to our Newsreel. Naturally, we are anxious to sell them to all accounts. Score Charges have been eliminated. If any Exhibitor, when contracting with us, desires it, he may have the cancellation privileges as set forth in the proposed Trade Practice Code of last Spring."



Delegates to Republic's quarterly sales meeting. Front Row, left to right. Herbert J. Yates, Chairman of the Board; M. J. Siegel, President Republic Productions; James R. Grainger, President Republic Pictures. Back Row left to right, J. T. Sheffield, franchise holder, Seattle, Portland, Salt Lake City, Butte and Denver; Sid Weisbaum, San Francisco exchange; Eddie Walton, Seattle exchange; Francis Batemen, Los Angeles exchange.

Will Seek Ban On Intimidation

U. S. Applies For Order Protecting Witnesses

An order restraining the majors from any intimidation of Government witnesses will be sought by the Department of Justice from Federal Judge Henry W. Goddard next Tuesday. Notice to that effect was served by the D of J on major defendants this week, attorneys for the majors revealed.

Based on affidavits of three exhibitors who feared reprisals, the application states that the Government, in its answers to the major's interrogatories, will name a large number of its witnesses this week. Some of them are engaged in business with one or more of the defendants, it continues, and therefore it is necessary to protect these witnesses from any action by the defendants which "might intimidate, annoy or oppress such prospective witnesses."

Al Saxelin Dies

Chicago—Al Saxelin of the Monogram exchange here, and identified with the Chicago film trade for the past quarter of a century, died here this week.

Majors Notified Of Allied's Plan

Arbitration To Be Considered Under Rodgers' Leadership

Abram F. Myers, chairman of the board and general counsel of the Allied States Association, has notified the major companies that the organization desires an arbitration system for the industry. The sales head of each company has received a copy of the resolution adopted by the Allied Board of Directors at its meeting in January.

The distributors are expected to meet shortly to consider the Allied proposals. William F. Rodgers, who led the negotiations for the ill-fated Trade Practice Code, will be chairman of the meeting. The distributors are said to be opposed to Allied's plan for the set-up of the arbitration boards but that joint meetings at a later date may result in some compromise satisfactory to both sides.

Still Time to Aid in Finnish Relief Fund

Asserting that the demand from independent theatres throughout the country to continue the drive to aid the Finnish Relief Fund has been unusually large, Major L. E. Thompson, national chairman stated this week that "we would welcome a drive from any theatre that did not participate in our recent campaign." He added that theatres could obtain coin collection boxes and banners for the girl collectors by applying to Vincent G. Hart, Director of Motion Picture Division, 420 Lexington Ave., Room 426, N. Y. C.

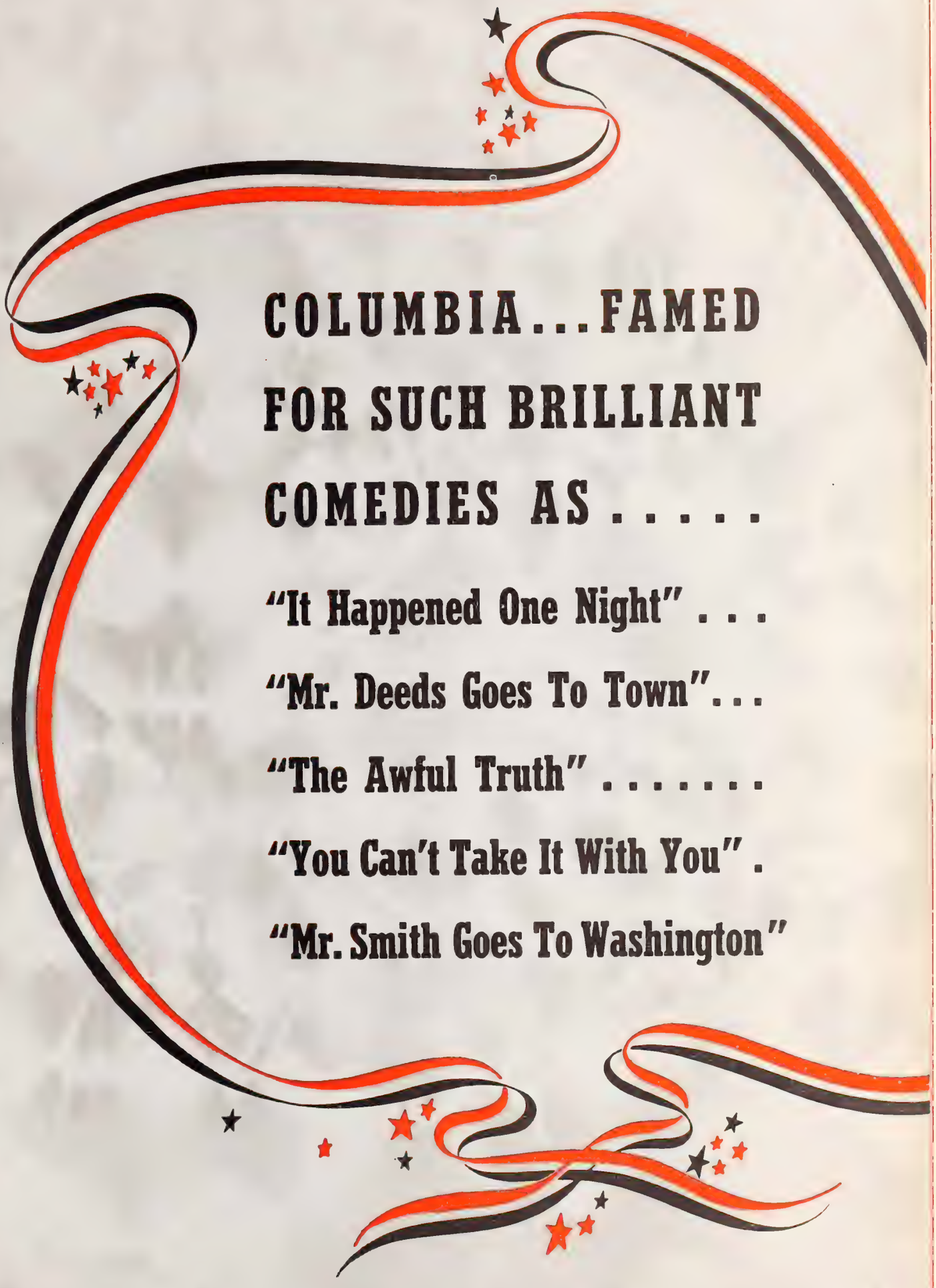
Jay Emanuel of Philadelphia and John H. Harris of Pittsburg have accepted Chairman Herbert Hoover's invitation to act as chairmen of the Motion Picture Drive in their respective cities.

E. T. Kelly Joins Philly Allied Unit

E. Thornton Kelly, formerly connected with New York Allied and more recently with the Connecticut and New England Allied units, has joined Allied of Eastern Pennsylvania as field representative. He will concentrate on a membership drive.

Eight Theatres Sued For Assessments

Cleveland—The Cleveland Motion Pictures Exhibitors Association, in Common Pleas Court, has sued eight local motion picture theatres for approximately $5,70 allegedly due for dues and assessments, said to have been the basis of an agreement with the Stage hands union to avert a general operators' strike in 1937.



COLUMBIA...FAMED FOR SUCH BRILLIANT COMEDIES AS.....

"It Happened One Night"...

"Mr. Deeds Goes To Town"...

"The Awful Truth".....

"You Can't Take It With You".

"Mr. Smith Goes To Washington"

proudly presents one to rank with its distinguished predecessors!



WESLEY RUGGLES'



Too Many Husbands

starring

JEAN ARTHUR

FRED MacMURRAY ★ MELVYN DOUGLAS

Directed by WESLEY RUGGLES • Screen play by CLAUDE BINYON

Based on the play by W. Somerset Maugham

COLUMBIA PICTURES

PRINTED IN U.S.

Selling the Picture

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Abe Lincoln in Illinois	This Issue
Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Fighting 69th	Jan. 27
First Love	Nov. 11
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
Joe and Ethel Turp Call On The President	Dec. 9
My Little Chickadee	Feb. 24
Ninotchka	Nov. 4
Northwest Passage	Feb. 24
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Vigil in the Night	Feb. 17

"Of Mice and Men" Gets Strong Selling

Covering every phase of publicity, exploitation and advertising, the campaign for the engagement of "Of Mice and Men" at the Roxy Theatre, New York, represents a thorough job of picture-selling.

With the campaign styled for the "long pull," and in order to make all local effort reflect itself in national publicity, plans were formulated to inaugurate the drive shortly after Christmas, with its intensity increasing up until the opening day.

This form of campaign required the utmost planning to prevent the apex of the publicity from spending itself in advance of the opening.

At the outset attention was directed toward mediums lending a national importance with layouts in *Life, Look* and *Pic* magazines as well as coast to coast radio programs, featuring the stars of "Of Mice and Men." In addition, there were feature stories on the author, John Steinbeck; the producer, and his methods of filming this picture that were planted with Associated Press, United Features and King Features.

Next, attention was drawn toward the local engagement. Pictures and stories were repeatedly used on the drama pages of all local papers and "off the amusement page" breaks obtained with roto layouts in the *Herald Tribune,* the *Sunday Mirror,* fashion publicity, music stories and city desk interviews.

Local radio publicity was garnered through the use of a fifteen-minute transcription by ten stations in the metropolitan area, as well as the use by various commentators and women's program conductors of stories about the film and its players.

The local advertising campaign was spread over ten days prior to the opening and continued for a day following, with large display copy appearing in all papers.

A fleet of trailer trucks was operated throughout the city with large cutout figures of the film's stars and the book from which the picture was taken, mounted upon them as part of the street ballyhoo. These were kept on the streets of all five boroughs for a full week.

To back up the local advertising drive, national advertising tieups were made with Lux Soap and Zenith Radios that provided large local display copy.

Gillham Arranges Air Programs Plugging Pix

Capitalizing the popularity of top-flight radio and screen personalities on the company's contract list, Robert M. Gillham, director of Paramount publicity and advertising, has arranged to blanket the nation with selling air programs prior to the release of ten big pictures on the company's spring schedule, he disclosed in a statement of merchandising plans.

Gillham's air selling began recently when Ronald Colman and Ida Lupino appeared on the national broadcast of the Good News Program in connection with national release of the Colman starring picture "The Light That Failed."

In a coast to coast broadcast on the Lux Radio Hour, Charles Laughton and his wife, Elsa Lanchester, publicized "Sidewalks of London" in which Laughton appears with Vivien (Scarlett O'Hara) Leigh.

Air-selling of "Seventeen" was done by Jackie Cooper and Betty Fields, co-stars in the film, in coast to coast broadcasts, with Cooper appearing on the Vox Pop Show and Miss Fields appearing on the popular Pursuit of Happiness program.

Bing Crosby started radio introductions on February 22 of songs from "Road to Singapore" in which he appeared with Bob Hope and Dorothy Lamour. This preliminary plugging will be followed by two big broadcasts pointed to break just before release of the picture, the first being the Crosby-Kraft Music Hall program on March 15 and the second being the Bob Hope-Pepsodent program on March 19.

Arrangements are nearing completion for two radio breaks insuring nation-wide coverage for "Dr. Cyclops" and two for "The Biscuit Eater," one of which will originate in Albany, Ga., in connection with the premiere of the picture in late March or early April.

There also will be two nation-wide broadcasts for "Typhoon," the Dorothy Lamour-Robert Preston Technicolor picture. One of these will be from Catalina Island in connection with the film's press preview and the other will be on either the Lux Hour or Columbia Workshop program just prior to the release of the film. Air plugging of the Lamour song in the film, "Palms of Paradise" will start in March.

For "Buck Benny Rides Again," Jack Benny will bring Buck Benny back on the air three weeks before the film is released, climaxing this air selling with a big program just before the release date. Music from the film will start on the air in early April.

For the premiere of "Those Were the Days" (formerly titled "At Good Old Siwash") at Knox College, Galesburg, Ill., scene of the George Fitch stories on which the film is based, a national broadcast on the Henry Aldrich Program is being arranged.

"Untamed," the Ray Milland-Patricia Morison Technicolor picture, will get national air coverage in a broadcast from St. Paul in connection with the premiere of the film.

Girl, Rice-Filled Envelopes, Sells "Four Wives" for Lewis

Dress up an attractive girl as a bridesmaid. Then put her on the street distributing envelopes containing rice and bearing this caption: "Here Come the Brides! The Four Daughters are now the 'Four Wives,' etc."

Do this, and you'll be staging the same stunt that Eddie Lewis, manager of the Marble Hill Theatre, New York City, used to plug his showing of "Four Wives."



Most Beautiful Blonde Contest

A search for Inglewood's most beautiful blonde was the stunt created by Manager Dave Martin and his assistant, Earl Jones, for Columbia's "Blondie Brings Up Baby" at the United Artists Theatre in the California community. Even the cop on the beat figured he'd better vote early.

Valentine Party Held for 17-Year Old Girls As "Seventeen" Plug

A St. Valentine's Day party with dancing to the music of Guy Lombardo and his Royal Canadians, entertainment by famous stars headed by "Oomph Boy" Jerry Colonna and other comedians, was a high spot on the entertainment program arranged for the seventeen-year-old girls who arrived in Hollywood recently as guests of Paramount studio.

The party was held in the famous Cocoanut Grove of Ambassador Hotel where the girls were guests while in Hollywood and followed the press preview of "Seventeen" at Paramount Theatre in Los Angeles.

Legion Street Ballyhoo Draws Attention to "Fighting 69th"

R. W. Rhodes of the Colonial Theatre, Akron, O., recently received a great deal of newspaper space for his engagement of "The Fighting 69th."

Rhodes tied up with the local Legion Post and promoted a train and box-car of the "40 and 8" division of the American Legion. The train and car carried three two-sheets plugging the engagement. The entire setup attracted a great deal of attention in the city.

Rhodes also met with J. Monroe Johnson, assistant Secretary of Commerce who was in town, and had him interviewed on the picture by the *Akron Beacon Journal.* The paper carried a feature story and picture.

Novel School Hookup Features Promotion on "The Hunchback"

The manager of the Dickensen Theatre, Lawrence, Kansas, arranged a novel exploitation campaign for "The Hunchback of Notre Dame" with the Superintendent of Schools whereby authorization was received for the placement of bulletins and announcements in all history, English, and dramatic classes throughout the Public and High Schools. In addition the theatre set aside one night for a special 25 cents student admission price.

Other features included a tie-in with the University of Kansas and the Haskell Indian Institute and the Head of the Catholic activities endorsing the film.

Program Exchange

Samuel Effects Swell Tieup While Pringle Writes Inspiring Open Letter to His Patrons

ANOTHER Hoosier comes into the fold this week, and we are always glad when that happens, for we once roamed the corn fields of Indiana ourselves when we were young. And when we receive news of activities from that state, we begin thinking of boyhood days, of sleigh rides through the snow out to Aunt Mary's (and we have an Aunt Mary, too), of barefoot treks through the woods, of—but alas! we must stop reminiscing and welcome as a new member Jack Albertson of the Indiana Theatre, Indiana Harbor, Ind. Whether or not Jack issues a program we do not know, inasmuch as he failed to send us a copy. But if he does, we'd like to receive a copy or two as soon as he can get around to it.

Seldom do we pick up a copy of Cinemag without finding news of interest on the front page. Orris F. Collins, editor and business manager, is always on the lookout for special happenings in the industry that will make vivid and readable material for Cinemagians. The recent premiere of "Young Tom Edison" at Port Huron was capably reported in the publication for the Capitol and Majestic Theatres, Paragould, Ark. As for the Hollywood "lowdown," Bill Justice keeps 'em well posted on happenings in the Cinema City. When reading matter is fresh and not stereotyped, the publication in which it appears is something to be desired. Thus Cinemag, during the few years of its existence, has attained a high popularity rating.

Members Added This Week

Jack Albertson, Indiana, Indiana Harbor, Ind.

Take a tip, and be on the lookout for news that will interest your patrons. Of course, if yours is a program which merely lists attractions, then this advice is not for you. But those of you who clip from press books should supplement the material with rewritten stories, if necessary, of reports found in the trade papers, newspapers and fan magazines. Keep on the good side of the amusement editor of the daily newspaper, for he is constantly receiving releases from all or at least most of the major companies. He can't use all this material in the paper, so he should be glad to furnish you with a reasonable amount.

We wish members who seldom bother to send programs to this office would follow the examples set by Messrs. Pringle, Samuel, Carroll, Collins, Parkhurst, and others. If this were done, more could be accomplished for the benefit of all. As it is, the "old faithfuls" are doing their best to help others and at the same time to receive ideas themselves, while others are content to grab new ideas but do nothing about helping others. Confucius say: "He who sit on haunches and wait for hunches cause 'hitch' in Program Exchange activities." We want more programs. Why not send yours today?

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

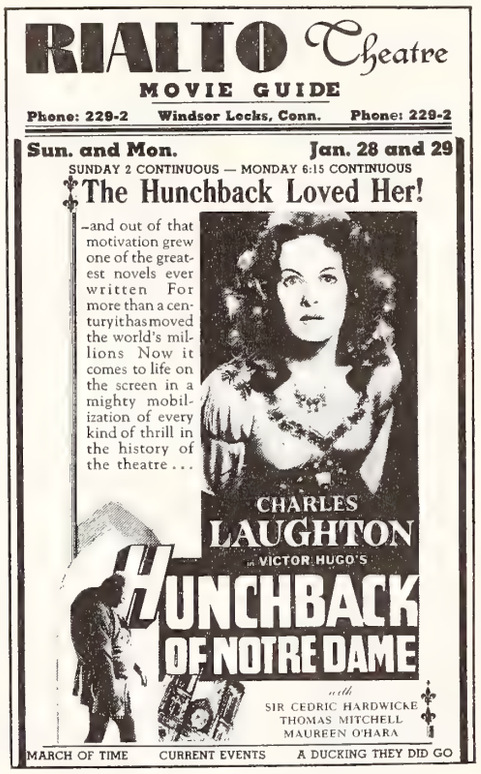
Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....



Feminine Appeal on Front

In advertising RKO-Radio's "The Hunchback of Notre Dame" on the front cover of his program, David Magleora, manager of the Rialto Theatre, Windsor Locks, Conn., used a punchy headline and featured Esmeralda (Maureen O'Hara) over the Hunchback so as to attract the women.

Samuel's Staggering Adjectives

As an example of one who keeps us reliably informed, we point to W. S. Samuel, manager of the Rex Theatre, Arp, Texas. We always know what's going on in the way of programs in the Texas community by virtue of the fact that samples are forwarded to us regularly. To boost his February attractions, Samuel used space on the front page in which he placed a number of adjectives describing the pictures. Printed in a "staggering" effect, the first letter of each adjective went to make up the word, "February." Here's how: "Fascinating Entertainment, Brilliant, Refreshing, Unusual, Artistic Releases, Your (that spells February) Month of Big Shows, etc."

Samuel also tied up with a local dry cleaner whereby one free ticket was given to each cash and carry customer who brought one dollars' worth of work to the cleaner's establishment. Also, customers received a free ticket for every $2 paid on their account. To advertise this, handbills were distributed via the theatre and the dry cleaners, explaining the offer and listing the attractions (in calendar form) to play at the Rex for the next two weeks. We haven't heard the results, but we'll bet an old vest that more people are appearing on Arp streets these days in renovated suits and dresses than ever before. Congratulations to Samuel on an excellent tieup.

Via his program, Manager Tom Pringle of the Ideal Theatre, Toronto, sent "an open letter from the management" to his patrons: "We have constantly striven to inspire children to ambition of accomplishment, and men and women to do a better day's work; and to make life sweeter, fuller and richer for all who pass our way.

"We are proud of our profession. Our desire, our aim, our ambition is to rightfully say: 'We are an institution—a credit to our community.'

"By announcing the showing of 'Goodbye, Mr. Chips,' we feel that we have honored our pledge and lived up to the aims expressed in our creed.

"We are not going to exploit the dictionary for adjectives to describe this picture. There are none! All we know is that it's the kind of a picture that will get under your skin, one that you will see again and again and cherish and remember for its loveliness and warmth long after other things have passed into oblivion. You will; that is, if there's any soul in you."

We'd call that an inspiring message, straight from the heart. And it was the proper way to sell the picture. Pringle's slogan this week is: "Impatient motorists should remember that a devil is recognized by his horns. So button, button, lay off the button."

So we're going to lay off the button and call it a column for this week.

Heralds in Sunday Papers

As a means of publicizing his engagement of "That's Right, You're Wrong," Manager Lou Kusner of the Apollo Theatre, Martinsburg, Va., distributed press book heralds in the Washington Sunday papers, with the entire week's program on the reverse side.

Money Dates

APRIL

1st

APRIL FOOL'S DAY. Put a line in your ads something like this: "Don't be fooled when looking for a good show. See.....at the..... Theatre. You can also tie up with merchants on an April Fool ad with a "Don't be fooled" catchline.

CONSERVATION WEEK BEGINS: Sponsored by the National Life Conservation Association, 2239 Tiebout Ave., New York City. Tie up with local game wardens. Play any shorts about animals, fish, etc. Run a pet show in conjunction with the ASPCA, in which only wild animals, trained to domesticity, are allowed to enter. The schools can get in on this, too.

2nd

FIRST U. S. MINT established, 1792. Tie up with a local bank for a distribution of newly minted coins to your patrons, either as gifts, or in change. An exhibit of old coins in the lobby would be a fitting observance of this occasion.

6th

ARMY DAY. Sponsored by the Military Order of the World War, 1518 K Street, N.W., Washington, D. C. Sponsor a parade of all the military organizations such as The American Legion, National Guard, local Military Academy, Boy Scouts, C.C.C. and so on.

U. S. ENTERED THE WORLD WAR, 1917. This is a good time for a patriotic short with the above to tie in with it.

PEARY DISCOVERED THE NORTH POLE, 1909. Play a short about Eskimos or any of the subjects about the Arctic, tieing it in with this anniversary.

UMPING GROSSES EVERYWHERE!

ELING, W. VA.
ning gross "My Chickadee" surpasses all previous holders including "My Man Godfrey" gnificent Obsession & "Showboat"!

"A fantastic burlesque of the Westerns . . . delightfully absurd!"—*Chicago Daily News*

CHICAGO
"My Little Chickadee" gives the Palace its two greatest weeks this season!

"Fields and West run riot in 'My Little Chickadee'!"
—*Washington Times Herald*

WASHINGTON
"Chickadee" held over at Keith's... heading for third smashing week!

y, lusty humor..."
Motion Picture Daily

x office natural!"
Hollywood Reporter

lean-up business box office!"
men's Trade Review

ROCHESTER
A smash week at the Palace and holding over for 2nd week!

"A lusty comedy of high order...a film that makes you chuckle with joy?"
—*Washington Post*

"Mae West, blonde and curvacious . . . Fields uproariously funny!"
—*Chicago Times*

MIAMI
(Telegram From Lincoln Theatre) "MY LITTLE CHICKADEE" SETS NEW HIGH THIS SEASON!"
—Sonny Shepherd

"A hefty package of lusty humor that will click for surprising grosses...!"
—*Variety*

ISTOWN, PA
kadee" opens State Theatre "Destry Rides n" and "First "

INDIANAPOLIS
"My Little Chickadee" tops "Destry Rides Again" at the Indiana Theatre by better than 25%!

liences laughed so loudly and as to drown out ble sequences of ogue!"
—*Motion Picture Herald*

TROY
"Chickadee" almost double "Destry" business at Proctor's!

"Box office power! . . . West-Fields combination can't miss!"
—*Daily Variety*

EATTLE
nount Theatre them away "My Little adee" hitting highs!

SPRINGFIELD, Ill.
Roxy Theatre reports "My Little Chickadee" beats both" Destry" and "First Love!"

ugh-packed medy rates box office ural!"
—*Film Daily*

HARTFORD
"Chickadee" tops every Universal picture ever played at Loew's Theatre!

CORRAL THOSE PROFIT DATES from UNIVERSAL!

"... Sure fire for audience reaction!"
—*Boxoffice*

In The Editor's Mail Bag

Serials should be limited to twelve chapters. "Oregon Trail" was great until the authors ran out on their story after chapter eleven and left the studio crew and cast to finish their plot.

No amount of good to the picture industry will result from giving columnists a chance to sock a picture such as Ed Sullivan took in reporting the preview of "Four Wives" (Warners) and made a report on the line of Frank McHugh, "This makes a man lose his initiative."

Thanks a lot. Best of luck.

Very truly yours,
Upstate New York Exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

This town has five good theatres twelve miles east of it and one good one ten miles west with very good concrete roads. The clearance situation is our biggest headache. People drive to where the pictures play first and our theatre is too small to compete for later showing. We have 254 seats. Film rents are too high compared to our weekly gross.

Very truly yours,
Minnesota town

Editor, SHOWMEN'S TRADE REVIEW:

I would like to see big productions like "You Can't Take It With You," "Jesse James" and such outstanding pictures distributed on a different basis than regular product, that is, return to the semi-road show exhibition practices of silent days all theatres regardless of run, showing same twice daily at twenty-five and fifty cents admissions. This would, in my opinion, encourage producers to make more real box-office attractions and cut out the terrible program pictures they now make and which nobody wants to see. I believe all exhib-

Editor, SHOWMEN'S TRADE REVIEW:

A few pet peeves at the industry:

1. Failure of salesmen to back up what they say.
2. Holding of product until all houses are sold before releasing to those already sold.
3. Forcing of shorts and newsreels.
4. Setup whereby B & K of Chicago controls Illinois releases.
5. The *need* for some legislation to stop the free street movies and school competition in theatre field.
6. A complete schedule of programs from distributor without having to take the double feature junk they make.

A few ideas for better business:

1. Fewer but better pictures from distributors.
2. Stop ballyhooing a cluck in magazines trying to make the public think it's a top-notcher just because a million was spent uselessly.
3. Consult exhibitors by questionnaire or some such way on what product is desired and what stars the public want. The exhibitor is the fall guy at present. The public knows its movies as well as the exhibitors and you can't cram a lot of the junk, concocted to use a "has beener," down their throats.

It's still a great business so I'm doing all my beefing in private and hope the whole industry can pull together for their own good.

Very truly yours,
Illinois exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

The Hopalong Cassidy pictures and other Western features from Paramount are setting a standard which makes it difficult to play other ordinary Westerns. Audiences notice the difference.

itors big and little could net a great deal more profit on about a quarter of the number of pictures they are now forced to exhibit in order to get the occasional box office hit if program pictures were eliminated entirely and the exhibitor charged a higher price for admission to the pictures really having box office appeal. As theatres are now operated the good ones and the bad ones all go in at the theatre's established prices resulting in a feast and then a famine at the box office and charging the same admission prices for all attractions regardless of merit or lack of merit just don't make sense and the public is wise enough to make the proper selections. Individual theatres are helpless in this matter but a trade practice based on the above would be fair to everybody, exhibitor, producer and the public.

Very truly yours,
Missouri exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

There seems to be a lot of talk about industry regulation, etc. However, the producer has been fair with us.

Our only trouble has arisen from promises made by salesmen not included in the contract and the fact that bookers in the exchange offices are inclined to favor their friends. I think bookers are given too much authority which should be controlled by the terms of contracts.

Very truly yours,
Indiana exhibitor

Editor, SHOWMEN'S TRADE REVIEW:

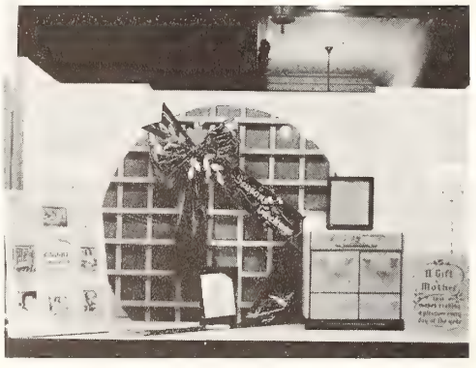
There has been some improvement in cleaning up the immoral trash and other things in pictures that have the wrong psychological and moral effects on the young folks and children.

It has been my contention for years, and I have owned and operated this theatre for many years, that all vulgar talk, disrobing, drinking, gambling, shooting and other scenes, un-American and pro-ism scenes could be left out of the picture and still not hurt or detract from the story value or box office success of the picture.

I have so expressed myself in writing to several of the major producing units.

We, in the motion picture business, any branch or department of it, have the greatest medium of character forming education known and yet we forget this human angle for a few paltry dollars.

Sincerely yours,
A Hoosier



Ties in with Gas Company

There's the spirit of Christmas and a swell tiein with the Rochester Gas and Electric Company in this display on Hal Roach's United Artists release, "The Housekeeper's Daughter." If it happened in Rochester, you probably guessed Manager Lester Pollock of Loew's Rochester Theatre was the promoter.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Work

There is only one way that your box office will return profit and help the bank balance —and that is labeled with a sign post—the legend of which reads "Work!"

The manager who shows good returns is the one who looks ahead—the man who is prepared.

Beware of inactivity. It breeds discontent and stifles creative ideas.

Every manager interested in good theatre operation must be a fighter. Business has stopped drifting to your doors; it now rushes by. You must build dams to direct the flow to your box office, and you must keep those dams in good repair through the intelligent use of business promotion activity on your screen—in your lobby—in your programs—in your community—and in your local newspapers.

Model "T" Ford, Snow Man Are Highlights of "Four Wives" Selling

Plastered with "Just Married" signs and banners, reading: "The Four Daughters Were Just Married and Are Now the 'Four Wives,' starting New Year's Eve at the State Theatre," a model "T" Ford, 1923 vintage, was driven around the streets of Harrisonburg, Va., as a ballyhoo for "Four Wives" at the State Theatre, managed by Jack Fretwell.

The old jaloppy dragged along with it old shoes, cow bells, dinner bells, etc., the noise of which attracted a maximum of attention.

Another good stunt on the picture as arranged by Fretwell was the erection of a snow man on the lot adjoining the theatre. Near the "man" was a placard reading: "If I don't melt before New Year's Eve I am going to see the Lane Sisters in 'Four Wives' at the State Theatre."

Stressing the wholesome family appeal, Harrisonburg churches cooperated by announcing playdates of the picture. Posters were placed in leading spots and freely billed with New Year's Eve copy on the New Year's Eve show.

Free souvenirs, community sings, and amateur home talent added to the color of the New Year's Eve performances and resulted in a packed house.

Patrons Identify Movie Stars

A stunt to determine just how well patrons know their movie stars was tried out recently at Bell, California, when Manager Zeidell of the Alpha Theatre made up a 40 x 60 lobby board containing star photos clipped from old press books, fan magazines, newspapers, etc. Those who could guess nearest were awarded guest tickets. It's the type of stunt any theatre can try any time, and you'll stimulate a lot of interest by so doing.

Hit the Bull's Eye

Inexpensively and effectively, Manager Jack Fretwell of the State Theatre, Harrisonburg, Va., placed a bull's eye in the lobby, and invited patrons to take two free shots at a distance of 10 feet. One pass was issued to see the picture to each person hitting the bull's eye. Although a lot of interest was aroused, only 10 people succeeded in hitting the target. The attraction receiving the benefit of this "plugging" was "Allegheny Uprising."

Abe Lincoln in Illinois

Screenplay by Robert E. Sherwood. Based on Robert E. Sherwood's Pulitzer Prize Play. Directed by John Cromwell. Produced by Max Gordon.

An STR Showmanalysis (REG. U. S. PAT. OFF.)

Plan Your Campaign to Get Maximum Attendance on the Opening Day; Word-of-Mouth Comment Will Build Grosses

FEW are the pictures which chalk up big business without benefit of strong advance selling. You may have an attraction which you believe to be such a "natural" that you take it easy on the selling figuring that the stars' names or some other well known factor about the picture is enough to lure them in.

It is not our purpose to deal with any entertainment aspects of "Abe Lincoln in Illinois," since those points have been discussed and lavishly praised by the critics. So, without detracting from them, we must urge that you accord the film a full measure of selling. Whether one likes it or not, records show that in the past, motion picture productions dealing with Lincoln were box office successes only after they had been heavily exploited. In other words, where such pictures were played with a minimum of advertising and exploitation, they did not draw well. Just why is one of those curious quirks of the movie business. So it behooves wise showmen to expend every ounce of selling energy to make sure that "Abe Lincoln in Illinois" receives the patronage it deserves. Once you get them in for the initial performances, enthusiastic word-of-mouth comment will provide smooth sailing for the balance of your engagement.

Contact Patriotic Groups

Your first duty is to contact every patriotic society in your town for cooperation. Get the heads of the D.A.R., G.A.R., American Legion, etc., to endorse the picture to all their members. If possible, personal letters should be sent to every member.

Sell it through the schools, too. Blotters and book jackets could be distributed to students. The bulletin board should carry an announcement of your showing. The two Study Guides available make it an easy matter to enlist the full cooperation of history and civics classes. You will be wise to provide special matinees for the students. Arrangements might be made to dismiss classes, a group a day, earlier than usual so the boys and girls can get home in time for dinner. For students attending rural schools, we suggest you arrange with school bus officials to have them transported to your theatre. Each bus should be bannered: "We are on our way to see 'Abe Lincoln in Illinois' at the Blank Theatre."

Victor Tieup is Worth While

Memorable scenes from "Abe Lincoln in Illinois" have been recorded by Victor, and the album of three double-faced records is available at Victor dealers. If your dealer doesn't have them in stock, he'll surely order them when he sees the benefits to be had from tieing in with your engagement. He will, of course, have literature from Victor urging him to cooperate with you and giving many suggestions on displays that can be created. In essay, coloring, drawing or any other contests, these albums of records will serve as valuable prizes. In conjunction with other records, appropriate for the occasion, any street ballyhoo you may plan or any stunts in front of the theatre will take on added significance with the playing of the Raymond Massey recordings over a loudspeaker system.

Always suitable for a film dealing with an important period in American history is a Pioneer Week celebration, during which time things of the pioneer era are contrasted with modern conveniences. Merchants should tie in with you by arranging special values during the week, and by planning cooperative newspaper ads which tie in with the picture. Lincoln's work toward the abolition of slavery, the fact that his name will live forever, the various products and establishments using the Lincoln name, are excellent bases on which such tieups could be founded.

Something that will add prestige to your opening will be the Mayor's proclamation in which he proclaims the opening day "Abe Lincoln Day." If you can stage a formal opening to which prominent city officials and heads of organizations can be invited, it will insure plenty of publicity for you. Bands should be promoted to play concerts in front of the theatre each day during the engagement. Plan your opening well in advance, then get to work making all the necessary arrangements. By so doing, you'll have that day meaning only one thing to the town's citizens: " 'Abe Lincoln in Illinois' opens today at the Blank Theatre."

In a prominent store window, or in your lobby if you wish, could be displayed a large jar of Lincoln pennies, with guest tickets going to those who guess closest the exact number. This also suggests thriftiness, and paves the way for a tieup with your local bank. Guest tickets might be awarded those who bring to the bank the largest number of Lincoln pennies to open new accounts.

Look around for pictures, mementoes and other relics owned by collectors of Lincolniana for display in the lobby. A large window could be utilized for the purpose.

Average communities are ideal spots in which to put on square dances, and a "Lincoln Square Dance" would give the picture plenty of extra publicity. Some large community dance hall should be utilized for the purpose, and should be decorated with flags, bunting and scenes from the film. Activity of this nature interests the young folk as well as the old, and it's important that you cultivate the adolescents, since they form a large part of your audience.

A replica of a log cabin built on a truck would be a good street stunt. Have a man on the truck, dressed as nearly like the men of Lincoln's day, and resembling Lincoln. In the driver's cab, someone could occasionally plug your playdate over a loudspeaker system.

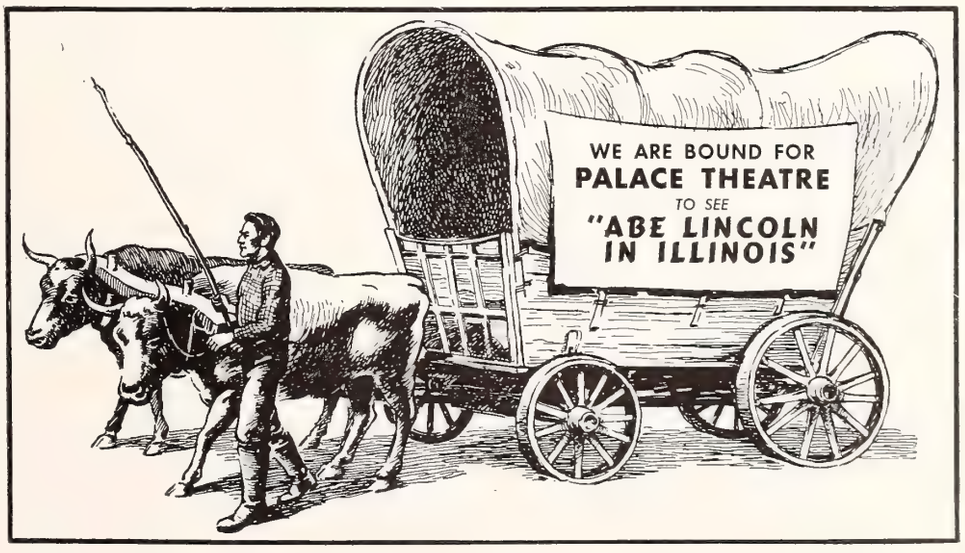
Get your local libraries to display books and other materials pertaining to Lincoln and his times. Local book dealers should cooperate with you, too, since there are any number of books, many of them only recent, dealing with the Great Emancipator.

Use Flags and Bunting

Decorate your marquee with flags and bunting. If it's possible, dress your house staff in clothes suggestive of pre-Civil War days. In the billing out in front, be sure that the fact that this is Robert E. Sherwood's Pulitzer Prize Play is well emphasized. Memorable scenes from the film should be part of your display, each photo or blowup being appropriately captioned.

Your opening ad should be a smash display, and accompanying it on the amusement page should be a general story and a feature story with art.

Keep your campaign dignified, but at the same time keep hammering away that this is a picture everyone should see.



Provided a team of oxen is obtainable from a farm near you, here's a street ballyhoo that's going to be worth any amount of trouble it may occasion you. You needn't search for a bonafide covered wagon; if you can get a deep-bedded wagon and spread cloth over large hoops or bent saplings, it will serve just as well. Try to have your man resemble Lincoln as nearly as possible.

The Box Office Slant

Strange Cargo

MGM Drama 113 mins.

(Prod. No. 23, Nat'l Release, March 1)

Cast: Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg, Eduardo Cianelli, John Arledge, Frederic Worlock, Bernard Nedell, Victor Varconi. Credits: Produced by Joseph L. Mankiewicz. Directed by Frank Borzage. Screenplay by Lawrence Hazard. Based on the book, "Not Too Narrow, Not Too Deep" by Richard Sale. Musical score by Franz Waxman. Art director, Cedric Gibbons. Director of photography, Robert Planck. Film Editor, Robert J. Kern.

Plot: Gable, a convict in Guiana, meets Joan Crawford, an entertainer in a cafe, and she falls in love with him. She is expelled from the colony for talking to him and he escapes at the same time as Hunter, Lukas, Dekker, Bromberg, Cianelli and Arledge, bringing Joan with him. Hunter stands before each as a guilty conscience. They make their way to the sea coast where a boat has been hidden. Cianelli dies first, bitten by a snake. Bromberg is killed by a shark when he tries to rescue their meager water supplies. Arledge dies when Dekker hits him to prevent him going after Bromberg. Dekker himself drinks the water to test it for the other. Eventually the survivors reach the mainland. Finally, when Joan is ready to marry Lorre, a loathsome character, to prevent knowledge of Gable's escape, Gable and Hunter set out for freedom, but Hunter finally prevails over Gable who voluntarily returns to prison to serve out his remaining years so Joan will be waiting for him at the end.

Comment: This is a powerful picture, with Gable in a role made to order for him and Joan Crawford teamed with him in a stronger vehicle than she has had in a long time. It's a long picture but the interest never lags. There are many unexpected turns to the plot which help to maintain this interest throughout. It isn't the kind of a part to which Joan Crawford is accustomed, for she's a floozie all the way through, has no opportunity to wear fancy clothes and is even without make up; but she does a swell job like the grand trouper she is. There's a powerful message behind the picture—a moral, which should make it easy to sell through various local groups of women, etc. Sell the names in the cast, not only Gable and Crawford but the other big names as well. **(ADULT)**

Catchline: "Five of the toughest men alive and a woman who was the second best man among them."

AUDIENCE SLANT: IT'S GOOD STRONG HE-MAN STUFF THAT SHOULD HOLD THE MEN FROM BEGINNING TO END AND OUGHT TO GRIP THE WOMEN AS WELL

BOX OFFICE SLANT: WITH TWO TOP NAMES AND A BIG CAST, IT OUGHT TO BE AMONG THE TOP PICTURES OF THE YEAR.

The Ghost Comes Home

(Hollywood Preview)

MGM Comedy Drama 78 mins.

(Prod. No. 27, Nat'l Release, March 8)

Cast: Frank Morgan, Billie Burke, Anne Rutherford, John Shelton, Reginald Owen, Donald Meek, Nat Pendleton, Frank Albertson, Harold Huber, Hobart Cavanaugh, Richard Carle, Tom Rutherfurd, Horace MacMahon, Ann Morriss, Don Castle, Claude King, Renie Riano and others. Credits: Screenplay by Richard Maibaum and Harry Riskin, based on a play by George Kaiser. Director of photography, Leonard Smith. Film editor, William H. Terhune. Associate art editor, Harry McAfee. Musical score, David Snell. Directed by William Thiele. Produced by Albert E. Levoy.

Plot: Frank Morgan, pet shop owner in a small village, is the goat for years to Billie Burke, his wife, and her brothers, Nat Pendleton and Frank Albertson, only fighting back when his wife wants to marry their daughter, Anne Rutherford, to the dull son, Tom Rutherfurd, of the village banker, Donald Meek. Things change when an old schoolmate, now an Australian millionaire, sends for Morgan to arrange for a half million dollar bequest to the village. Albertson sells him a $10,000 accident policy before he leaves. Celebrating in New York, he gets 60 days in jail and misses his boat. Released, he finds a friend in John Shelton, dance band leader, who drives him home. Because his steamer was sunk, his family thought him dead and have nearly spent his insurance, so he must be hidden in the attic. Their fear of exposure gives him the whip hand over them, and when a fire makes his presence known, Shelton, now in love with Ann, tricks Meek into paying $10,000 for a lot, and welcoming Morgan back as a hero.

Comment: Story weakness keeps this from rating better than average as well as keeping Morgan and a fine cast from showing to proper advantage, since nearly every comedy scene had to be dragged out to get the whole to feature length. It is still funny in spots, and will serve as a good counterbalance for a heavy dramatic offering. Both Morgan and his director, William Thiele, got every bit there was out of the story and yeomanlike support comes from Billie Burke, Anne Rutherford and Shelton among the principals, and Reginald Owen in a supporting bit. Check the libraries of your newspapers for local cases of men supposedly dead who turned up alive, and interest your editor in reviving these in a series of stories. Pet shops offer a natural tieup, and can be used in a street ballyhoo as well by sending out a man leading a large Newfoundland dog, with the latter bannered with your show's advertising. Plant a leap year contest in which the contestants suggest proper technique for the woman determined to get her man, and illustrate this with stills of Pendleton and Renie Riano. **(FAMILY)**

Catchline: "He had to 'die' to become boss of his own family."

AUDIENCE SLANT: SOME COMEDY LINES AND AMUSING SITUATIONS SHOULD MAKE THE AUDIENCE FEEL IT HAS BEEN AMUSED.

BOX OFFICE SLANT: MAKES A GOOD COUNTER-BALANCE TO A STRONG DRAMATIC PICTURE.

Legion of Decency Ratings

(For Week Ending March 2)

SUITABLE FOR GENERAL PATRONAGE

Charlie Chan In Panama
Blondie On a Budget
Bullet Code Zanzibar
Sagebrush Family Trails West
Bullets For Rustlers
The Showdown Texas Renegades

SUITABLE FOR ADULTS ONLY

Outside the 3-Mile Limit

House Across the Bay

(Hollywood Preview)

UA Drama 85 mins.

(Nat'l Release, March 1)

Cast: George Raft, Joan Bennett, Lloyd Nolan, Gladys George, Walter Pidgeon, June Knight, Peggy Shannon, Edward Fielding, Miki Morita, Eda McDaniels, William Wayne, Joseph Sawyer, Cy Kendall, Virginia Brissac, Joseph Crehan, William Halligan, Kenneth Harlow, Ed Marr, Norman Willis, Georges Renavant, Mack Gray. Credits: Directed by Archie Mayo. Original Story, Myles Connolly. Screenplay, Kathryn Scola. Film Editor, Dorothy Spencer. Produced by Walter Wanger.

Plot: George Raft, small-time racketeer, marries Joan Bennett and moves up into the "big-shot" class. An attempt is made on his life, so she arranges with Lloyd Nolan, lawyer, to have him sentenced for one year, for income tax evasion, to protect him. Nolan who is also in love with Joan, double-crosses her and gives enough evidence to jail Raft up for ten years. While awaiting Raft's release, Joan accepts the friendship of Walter Pidgeon. This makes Nolan so jealous that he tells the entire story to Raft, putting all the blame on Joan. Raft escapes to get her, but finds out the truth, kills Nolan and then is killed himself, leaving the way clear for Joan and Pidgeon.

Comment: Slow-moving melodrama with a splendid cast who struggle hard to overcome the handicaps of a ponderous story, but too much hokum makes it unconvincing. George Raft and Joan Bennett give top performances, ably supported by Lloyd Nolan, Walter Pidgeon and Gladys George. Should be satisfactory fare for the Raft and Bennett fans, as he plays his usual racketeer role, and she lifts the entertainment value with her personal attractiveness and display of gowns that should draw attention. Director Archie Mayo did his best with the material. Girl "pages" traveling about town can carry large hat boxes, lettered "We're delivering these to 'The House Across the Bay'." In view of the fact that Alcatraz is the background of the story, all your lobby and advertising and exploitation should follow this trend. Arrange fashion tie-ups. **(ADULT)**

Catchline: "A term at Alcatraz to protect her love."

AUDIENCE SLANT: SATISFACTORY FOR THE GEORGE RAFT AND JOAN BENNETT FANS.

BOX OFFICE SLANT: ONLY THE STAR NAMES TO BRING THEM IN.

Castle on the Hudson

(Hollywood Preview)

WB Drama 76 mins.

(Nat'l Release, Feb. 17)

Cast: John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith, Henry O'Neill, Jerome Cowan, Guinn "Big Boy" Williams, John Litel, Margot Stevenson, Willard Robertson, Edward Pawley, Billy Wayne, Nedda Harrigan, Wade Boteler, Barbara Pepper and Robert Strange. Credits: Directed by Anatole Litvak. Associate producer, Samuel Bischoff. Screenplay by Seton I. Miller, Brown Holmes and Courtney Terrett, from the book by Lewis E. Lawes. Photography by Arthur Edeson. Art direction by John Hughes. Edited by Thomas Richards.

Plot: John Garfield, an arrogant racketeer, finally slips and is sentenced to a long term in Sing Sing. His sweetheart, Ann Sheridan, working for his release, is seriously injured when she leaps from a car in order to escape

(Continued on page 16)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation.


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• National Screen Trailers have been good box-office medicine for twenty-one years... National Screen Lobby Displays have been stepping right along and now ADVERTISING ACCESSORIES INC rounds out the trio of Best Box Office Babies in the Business.
NATIONAL Screen SERVICE·
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ADVERTISING ACCESSORIES, INC.



Castle on the Hudson

(*Continued from page* 14)

the advances of Jerome Cowan, a small-time politician who promised to get him out of jail. In Sing Sing, Garfield, whose toughness has been subdued by the warden, Pat O'Brien, hears of the accident and is granted a day's leave on his promise to return. Garfield arrives at Ann's apartment and when Cowan enters, a terrific fight ensues, during which Ann shoots Cowan. Garfield escapes, but when he reads that O'Brien is on the spot, he returns and takes his medicine, for a crime he did not commit.

Comment: Here's a highly competent piece of screen entertainment that should prove good boxoffice, in spite of its lack of feminine appeal. Warner Bros., known in the past for picturizations of prison life, has, in this one, the best of the Warden Lawes series, due to some swell performances and the excellent direction of Anatole Litvak. The big surprise in the picture is Ann Sheridan, demonstrating rare acting ability in the finest of her screen portrayals, proving the young lady can really act, and look pretty too. Both John Garfield and Pat O'Brien are perfect in their respective roles and an above the average supporting cast, headed by Burgess Meredith, Jerome Cowan and Guinn "Big Boy" Williams, give good accounts of themselves. Scripting, production and photography are top quality in every respect. A man dressed as a guard, could lead a few convicts around town with cards on their backs, advertising the picture. Actual pictures of notorious criminals and newspaper headlines will make a very attractive lobby. A barker, out front, might be costumed in convict garb. **(ADULT)**

Catchline: "The inside story of the honor system among criminals."

AUDIENCE SLANT: A COMPETENT PIECE OF SCREEN ENTERTAINMENT THAT SHOULD BE WELL RECEIVED BY MEN.

BOX OFFICE SLANT: SHOULD DO SAME BUSINESS AS PREVIOUS PICTURES.

Westbound Stage

(Hollywood Preview)

Mono. Western 56 mins.

(Prod. No. 3952, Nat'l Release, Dec. 15)

Cast: Tex Ritter, Nelson McDowell, Muriel Evans, Nolan Willis, Steve Clark, Tom London, Reed Howes, Frank Ellis, Chick Hannan, Kenneth Duncan and Frank LaRue. **Credits:** Directed by Spencer Bennett. Produced by Edward Finney. Original screenplay by Robert Emmett. Photographed by Marcel A. Le Picard. Edited by Fred Bain.

Plot: Tex Ritter and his side-kick, Nelson McDowell, trail leaders, are on the lookout for Reed Howes and his band of robbers and murderers, after they hold up an Army wagon train and slaughter the captain. While escorting a big shipment of money, they meet up with Howes and his gang, and although outnumbered three to one, Tex and the other stagecoach passengers hold them off until help arrives from a nearby Army post. Howes escapes, but Tex rides after him, making his capture a personal triumph.

Comment: A typical western in every respect and one that should please the Tex Ritter fans and add many more to the ever growing list. On a whole, it's better than any of his previous vehicles, and the addition of some beautiful photographic shoots, is a big help. Tex sings two songs without a break in the swift action and is again tops with his hard riding and fighting, the kind the action addicts love. Capable support is given by the entire cast. Story, direction and production are above the average for this series. Usual western dressup of the lobby and house staff can be used to exploit this picture. Check with your exchange on the Tex Ritter merchandise tieups and arrange windows and cooperative newspaper ads. **(FAMILY)**

Catchline: "Tex saves the day . . . and the gold".

AUDIENCE SLANT: ONE THAT WILL PLEASE THE TEX RITTER FANS AND OTHERS WHO LIKE THIS TYPE OF ENTERTAINMENT.

BOX OFFICE SLANT: AVERAGE WESTERN BUSINESS.

Millionaire Playboy

(Hollywood Preview)

RKO-Radio Farce Comedy 66 mins.

(Prod. No. 22, Nat'l. Release, March 15)

Cast: Joe Penner, Linda Hayes, Russ Brown, Fritz Feld, Tom Kennedy, Granville Bates, Arthur Q. Bryan, Adele Pearce, Diane Hunter, Mary Milford, Manton Moreland, Ton Hanlon, Clarence Wilson, Grady Sutton and others. **Credits:** Screenplay by Bert Granet and Charles E. Roberts, from a story by Bert Granet. Director of photography, Jack MacKenzie, with special effects by Vernon L. Walker. Film editor, Desmond Marquette. Associate art director, Albert D'Agostino. Musical score, Paul Sawtell. Directed by Leslie Goodwins. Produced by Robert Sisk.

Plot: Joe Penner suffers from extreme bashfulness and uncontrollable hiccoughs whenever a girl kisses him. Arthur Bryan, his father, offers Russ Brown $5,000 to cure him of it. Brown takes Penner to a resort owned by Linda Hayes, telling him all the girls are old ladies with their faces lifted. Granville Bates and Tom Kennedy are there trying to buy the property for Bryan. Kennedy starts a feud with Penner, in which he always comes out second best; Bates tries producing "ghosts" to frighten away Linda's guests and Clarence Wilson, local banker who has the overdue notes on the inn, mistakes Penner for his father, and sells them to him. He kisses Linda, finds he is cured of his inhibitions and burns the notes, winning her love for himself and $5,000 for Brown.

Comment: For sheer slapstick, this farce presents a first half which runs well ahead of the usual Penner average, so that laugh letdowns for the latter half still leave it a feature which is sure to please the large number of permanent Penner fans, both juvenile and adult. Tom Kennedy and Granville Bates are his chief assistants in getting the giggles, with an assist the audience won't know about owed to Vernon Walker, who handled the special effects camera assignments. Linda Hayes has less to do than most comedy heroines, with Fritz Feld making the most out of a mystery bit. If you have any sort of club with juvenile membership, offer small prizes for the members bringing in the longest list of suggested cures for hiccoughs. Check all the merchants handling outboard motors, and arrange for use of stills showing Joe in his water scenes with their displays. If your radio station is on the network which presents the Grouch Club program, set spot announcements to follow calling attention to the fact that Arthur Q. Bryan, Grouch Club comedian, plays his most important screen role in this picture. Be sure and do the same thing after Joe Penner's own program. Contact women's shops and sporting goods stores about a display of women's new bathing suits, backed by stills from this picture. **(FAMILY)**

Catchline: "Romance of history's most girlshy hero."

AUDIENCE SLANT: WILL BE A HIT WITH JOE PENNER'S FAN LIST.

BOX OFFICE SLANT: SHOULD DO AS WELL AS, IF NOT BETTER THAN PREVIOUS PENNER PICTURES.

Isle of Destiny

RKO-Radio Drama 83 mins.

(Prod. No. 17—Nat'l Release, March 8)

Cast: William Gargan, Wallace Ford, June Lang, Gilbert Roland, Etienne Girardot, Katherine DeMille, Grant Richards, Tom Dugan, Harry Woods, Ted Osborne. **Credits:** Directed by Elmer Clifton. Produced by Franklyn Warner. Screenplay by Arthur Hoerl, M. Coats Webster, Robert Lively. Original story by Allan Vaughn Elston. Photographed by Edward Linden. Art Director, Fred Preble. Editor, Robert Grandall.

Plot: Flying over the South Seas on a round-the-world flight, June Lang changes her course to meet her brother, Richards, who is in command of a U. S. Marines base. While visiting him, she is challenged by Roland, unscrupulous smuggler, to a race. Roland tricks her into a bad landing on the island he uses as a hideout for his gang. While June remains captive, Roland flies back to the base, but feigns ignorance as to her whereabouts. Suspicious, Gargan stows away on his ship and succeeds in reaching the trapped girl. Later, the marines arrive and "mop up" the smugglers and rescue June.

Comment: Photographed in Cosmocolor, this outdoor adventure film with a tropical setting is pleasing, if not particularly notable, entertainment. Whether the color adds to or detracts from the picture's value is a question for individual debate among those who see it. But aside from this, the story moves along smoothly to a climax definitely anticipated by the audience, inasmuch as a girl trapped on an island by a gang of gun smugglers can mean only one thing: the marines to the rescue. Comedy is provided by William Gargan and Wallace Ford in a Flagg-Quirt combination, and by the late Etienne Girardot as the talkative "Doc." June Lang is easy on the eyes. Those who like action and adventure, even when the situations are obvious, will have a good time viewing this. Make arrangements to place your billing on the marine enlistment boards around town, with a man dressed as a marine beside each board. Stage a contest among women for the designing of an "Isle of Destiny Hat." Tie up with Army and Navy stores and dealers on military equipment. **(FAMILY)**

Catchline: "Marines mop up South Pacific gun-running plot . . . fanned to fever heat by hunt for girl flyer lost for days in jungle."

AUDIENCE SLANT: PLEASING ENTERTAINMENT FOR THE MASSES.

BOX OFFICE SLANT: SENSATIONAL SELLING ABOUT "LOST GIRL IN JUNGLE" SHOULD REAP BENEFITS.

Bullet Code

(Hollywood Preview)

RKO Western 59 Mins.

(Prod. No. 83, Nat'l Release, April 5)

Cast: George O'Brien, Virginia Vale, Slim Whitaker, Howard Hickman, Harry Woods, William Haade, Walter Miller and Robert Stanton. **Credits:** Directed by David Howard. Produced by Bert Gilroy. Screenplay by Doris Schroeder. Story by Bennet Cohen. Photographed by Harry Wild. Edited by Frederic Knudtson.

Plot: George O'Brien, believing that he accidentally killed a young cowboy during a rustler's war, tries to make amends by aiding the boy's family in a bitter fight to hold their ranch against Walter Miller, a wealthy but unscrupulous rancher, who is secretly trying to oust Howard Hickman, the boy's father, and his daughter, Virginia Vale. With his pal Slim Whitaker, O'Brien discovers that Harry Woods was the murderer, and that he is in the employ of Miller, who has headed for the ranch to force the old man to sign over his property. While the sheriff rounds up a posse, O'Brien

(*Continued on page* 20)

NATIONAL VARIETY CLUB Convention



in DALLAS

APRIL 18-19-20_1940

DOWN IN TEXAS WHERE THE FUN BEGINS!

The latch-string of the Great Southwest is out to you, and Tent No. 17 is going to do its darndest to show you the true meaning of Texas Hospitality and the time of your young lives.

ENJOY the fun at the Pioneer Days Village . . . the Mexican Fiesta, Chuck Wagon Food. **MEET** Indian Chiefs, Texas Rangers, and Cowboys. . .

DRESS UP with a Big Hat and a Bigger Smile (the hats are ours, the smile is yours).

Please make your reservations and send in your $10.00 registration check now to Room 202-203 Melbo Building, Dallas.



the BANQUET WILL BE *Streamlined*

Ultra Modern! Super-Smart! Streamlined to the "N'th" degree. As top-heavy with class as the preceding day's activities are Rough, Ready, and Rowdy!

On Saturday Night the Official Banquet will be held. The most sumptuous food you have ever eaten!—Entertainment that is distinctly satisfying!—refreshing!—Famous speakers! Practically every important personality in America—Bob Hope as Master of Ceremonies!

Plan to have a whale of a time!

The Short Subject

IN THE

SHORT SHOPS

Paramount

Bob Hope, Akim Tamiroff, Bob Burns, Lanny Ross and Ted Husing are among the leading personalities who will appear in "Television Preview," a forthcoming Paragraphic short subject. The subject introduces this new medium of entertainment to the public, shows how it works, how it differs from radio and its greater entertaining possibilities. "Television Preview" is now being directed by Leslie Roush and is scheduled for release in April.

Four songs will be featured in the forthcoming short subject, "George Olsen and His Music of Tomorrow." "George Olsen and His Music of Tomorrow," a Headliner subject, was directed by Leslie Roush and is set for national release sometime in March.

RKO

The fifth in the series of Edgar Kennedy two-reel comedies is in production with Harry D'Arcy directing. The cast, besides Kennedy, includes Vivian Oakland, Bill Frayney, Arthur O'Connell, Bob Graves and Nita Garvin.

Columbia

Jules White, producer-director, has selected "To Beef Or Not To Beef" as the final title for Andy Clyde's latest comedy.

MGM

Asking "What Do You Think?" of the world beyond, of the supernatural, Carey Wilson's next miniature will be "A Door Will Open." Featuring Dalies Frantz, noted concert pianist and actor, and Lynne Carver, the short tells about a power that returns after death, to solve a situation that had promised ruin—or, "What Do You Think?"

School days furnish the background for Our Gang in their latest comedy, "The New Pupil." The new one-reeler, directed by Edward Cahn, features not only the Gang, but has exceptionally talented adults for the grown-up roles.

The story behind a great film location trip, one involving hundreds of thousands of dollars and many months in preparation, is the subject of Frank Whitbeck's next miniature, "Northward Ho!" For the first time, audiences will be given a thorough behind-the-scenes insight into a great motion picture company at work on a great motion picture—the "Northwest Passage" location at Payette Lakes, Idaho.

Are you fat, slim, tall, or short? Are you naive, plain, impetuous, glamorous or just another person? Glands are responsible, and John Nesbitt, commentator of his own Passing Parade series, is ready to prove it with a coming one-reeler for MGM on "Glands."

Robert Benchley's comedy, "Home Movies," is being readied for release.

"The Wizard of Menlo Park," one-reeler detailing the story behind T. A. Edison's adventures in his New Jersey laboratory, will be produced by Frank Whitbeck. Whitbeck will double as commentator on short.

Joe Newman has returned from Fort Lauderdale, Florida, where he completed filming the Pete Smith specialty, "Facing the Lion."

Next James A. FitzPatrick travelogue will be on State of New Mexico. Highlight will be screen's first picturization of the inter-tribal Indian ceremonies at Gallup, New Mexico.

As the first step in his new directorial contract Fred Zinneman is directing the new John Nesbitt one-reeler, "In the Midst of Plenty," which tells the story of Dr. Joseph Goldberger, an immigrant, who worked to stamp out the pellagra evil in the South, and then died at his task.

Following the success of a serious theme in cartoons for the first time in "Peace on Earth," the cartoon department will again experiment in a scheduled animated short for Easter release. The new one-reeler, to be produced by Hugh Harman from a story idea by Janne Fuller, will be the first cartoon story of the nativity.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 2)

CAPITOL—Pound Foolish (MGM) rev. 1-20-40; Forgotten Victory (MGM) rev. 12-30-39.
CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. 2-10-40.
CRITERION—See Your Doctor (MGM) rev. 12-23-39; U. S. Treasury (Col.) rev. 2-10-40.
GLOBE—Dave Apollon and Orchestra (Vita.) rev. 2-24-40.
PARAMOUNT—Unusual Occupations No. 3 (Para.) rev. 2-3-40; Two of a Kind (Para.).
RADIO CITY MUSIC HALL—Information Please No. 5 (RKO-Pathe) rev. 2-10-40.
RIVOLI—Aquapoise (RKO-Pathe) rev. 2-10-40.
ROXY—Kitten's Mittens (Univ.) rev. 2-24-40; Following the Hounds (20th-Fox) rev. 2-24-40.
STRAND—Old Hickory (Vita.) rev. 12-30-39; Mechanix Illustrated No. 3 (Vita.) rev. 2-17-40; The Early Worm Gets the Bird (Vita.).

CHICAGO LOOP

(Week Ending March 2)

APOLLO—Jimmy Dorsey and Orchestra (Para) rev. 2-24-40; Mighty Hunters (Vita.) rev. 2-17-40.
GARRICK—The Blue Danube (MGM) rev. 12-30-39; Bows and Arrows (Col.) rev. 10-21-39.
ROOSEVELT—Frances Carroll and Her Coquettes (Vita.) rev. 1-6-40; Way Back When a Triangle Had Its Points (Para.) rev. 2-24-40.
UNITED ARTISTS—Vatican of Pius XII (RKO-M of T) rev. 2-17-40.



Gracie Allen Runs for President

Here is the famous Dumb Dora being interviewed when she tossed her hat in the Presidential ring. The sequence is being used in a Paramount newsreel. The boys look as though it was no surprise to them but nevertheless a good story.

When Short Subjects Grab Space In the Newspapers — That's News!

When the short subjects on a program succeed in gleaning even more publicity than the feature (and the feature was top-notch in the instance to which we have reference) it's something to shout about.

Anyway, that's what happened in Dallas, Texas, recently, not to mention the cold wave and snow which took the natives by surprise. The Technicolor subject, "Old Hickory," one of the Warner Bros. Historical Featurets, was discussed by John Rosenfield in his "Notes on the Passing Show." The story had a two column heading and continued down a column almost to the bottom of the amusement page.

In another Dallas newspaper there appeared a photograph showing Jacques Singer, conductor of the Dallas Symphony Orchestra, enjoying a scene from the MGM Technicolor cartoon, "The Mad Maestro." According to the caption, Mr. Singer liked it so well that "he expressed a desire to have Jascha Heifetz see it when the renowned violinist" arrived for his appearance as soloist with the Dallas Symphony.

Thanks to Jimmie Gardner, a member of the Texas Interstate Theatres short subjects publicity and advertising department, headed by Mrs. Besa Short, for letting us know about these swell newspaper breaks.

SHORT SUBJECT REVIEW

THE PAPER HANGER

19 min. *Delightful*

(Released by King of Comedy Film Corp.)

Comment: Originally released as "Work" almost a quarter of a century ago, this Charlie Chaplin reissue, the first of ten to be released soon, is delightful and chucklesome entertainment. It gives the older generation the opportunity to again laugh at the comedian's inimitable pantomime and brings to those who never heard of Chaplin except through their elders an actual "sample" of the comedy that has made him the greatest living comedian of our time. Parents should have a swell time taking their children to see "The Paper Hanger." Had the old silent projection speed of 60 feet a minute been retained, the action would have been jerky and difficult to watch. But to conform to the present sound speed of 90 feet a minute, the film has been "optically" stretched, thereby recapturing all of Chaplin's wonderful pantomime. The photography is clear, too, with nary a scratch and a minimum of graininess. There is a musical score, but no dialogue. Old-timers will recognize Edna Purviance and Leo White among others, in the supporting cast.

Exploitation: Despite the fact that Chaplin makes few pictures now, his name out in front of theatres still has a magnetic quality. Therefore, see that it appears on your marquee and is prominently featured in the lobby. Have your house artist create a cutout of the comedian with his battered derby, baggy trousers, over-sized shoes and cane. For a newspaper contest, offer prizes to old-timers for the best letters on "Why Charles Chaplin Has Always Been My Favorite Comedian." Try to plant feature stories which the fact that the reissue has been edited to conform to present day film speed is emphasized.

Note: For booking information write to King of Comedy Film Corp., 630 Ninth Ave., N. Y. C.

No Serial Can Be Profitable Unless It Is Well Exploited

Do serials attract patronage in your situation, or have you never used any to find out? Well, of course, you'll never know unless you play them. But before making up your mind to book a certain serial, it would be best to screen, say, the first two or three chapters. In this way, you'll definitely know whether or not it meets the requirements of your particular situation. Too, you'll know whether to direct your selling campaign to adults or to the kiddies.

When you have made your selection, you're ready to begin your campaign. We are not concerned here with a purely adult or juvenile appeal; our suggestions will be based on a campaign for the family. Decide first on what day or days of the week a serial is apt to attract the most people. With that done, plan to run a trailer a week or two in advance. Devote extra space in your newspaper ads to the chapter play, and try to plant special art and stories on the amusement pages. Pick out tie-up angles for dealer and lobby displays. The title may lend itself to contests and exploitation stunts. The type of street ballyhoo you employ will depend on the story; but, at any rate, be sure to get something out on the streets.

Although old, but tried and proven, is the printing of coupons in the newspapers and in heralds, which admit two patrons for the price of one. Those who didn't pay to see the first chapter will be potential customers for the episodes to follow.

Wherever school tieups are possible, take advantage of them. If there is no adult appeal, then add cartoons and make a kiddies' matinee out of the showing of each chapter. But always remember that only strong selling will make serials a profitable venture for you.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 2)

PARAMOUNT (No. 53)—China famine; Salvation Army honors Evangeline Booth; Chinese aviatrix on goodwill flight; Rally for new citizens; London railroad's lost and found bureau; Latest war flashes from the Finnish Front; Babe Ruth oversees baseball training; N. Y. U. basketball team.

MOVIETONE (Vol. 22, No. 50)—U. S. Infantry on skis; Hangkow bombed; Australian, New Zealand troops on parade; Tokyo blizzard; Queen Wilhelmina reviews troops; British royalty inspect aircraft planes; Sir Kingsley Wood hails Polish airmen; President LeBrun of France visits Front; Ride in glider; Lew Lehr and monkey hospital; Brooklyn Dodgers in training; Athletics prepare for 1940 season; Water skiing at Miami.

NEWS OF THE DAY (Vol. 11, No. 248)—British mine sweepers; Japanese thrust forward in China; Rally for new citizens; New fire extinguisher; Tokyo blizzard; Test tube fashions; Tennis stars play for pro title; Big league baseball training begins in Dixie (Except Philadelphia and New Orleans); Philly Athletics practice (Philadelphia only); Dark horse wins golf match (New Orleans only); U. S. ski jumping.

PATHE (Vol. 11, No. 65)—U. S. ambulance units at Finnish Front; Secretary Hull discusses reciprocal trade pact; Nazis wire Dutch border; Sir Victor Sassoon tours U. S.; New fire extinguisher; Australian infantry leaves for duty; Nurmi trains Maki for races; Tennis, Tilden and Richards vs. Budge and Perry; Brooklyn Dodgers in training.

UNIVERSAL (Vol. 12, No. 854)—U. S. ambulances at Finnish Front; Feeding poor refugees in China; New fire extinguisher; Big smelt run in Washington State; Fashions; Dodgers in training; Wrestling bout in Brooklyn.

(Released Wednesday, February 28)

MOVIETONE (Vol. 22, No. 49—Ajax brings crew back to England; Giant bombers arrive at British port; England pours Tommies into France; Western Front covered with ice and snow; General Weygand confers with British General Wavell on massing of Allied troops in Near East; Norway's Crown Prince Olaf inspects neutrality patrol; Sweden affirms neutrality; Finland continues struggle against Russia; Rodeo at Phoenix, Ariz.; Sam Houston Jones wins Louisiana gubernatorial nomination; California girls paint almond blossoms; Huge bomber tested at San Diego, Calif.; A.A.U. track meet in New York; Sweepida wins Santa Anita Derby; Yachting off New York coast; Santa Anita Handicap Classic (Pacific Coast only).

NEWS OF THE DAY (Vol. 11, No. 247)—Winter's grip freezes Western Front; Allies mass vast armies in Near East; Light cruiser Ajax home from the wars; Finns dig behind Mannerheim Line; Huge bombers tested at San Diego, Calif.; Sam Houston Jones wins Louisiana gubernatorial nomination; Thaw breaks up huge Holland ice jam; A.A.U. track meet in New York; Sweepida wins Santa Anita Derby.

PATHE (Vol. 11, No. 64)—Red raiders leave Helsinki flaming; Ambassador Kennedy returns to post; U. S. adds new planes to air corps; General Pershing sees Arizona rodeo; Postage stamp honors James Whitcomb Riley; A.A.U. track meet in New York; Sweepida wins Santa Anita Derby.

PARAMOUNT (No. 52)—French patrols along Maginot Line; Allied patrol escorts convoy ships; New stamp honors James Whitcomb Riley; Huge bombers tested at San Diego, Calif.; Stork and pony in London zoo; Wine festival in Belgium; Cold weather in England; Seabiscuit wins San Antonio Handicap; A.A.U. track meet in New York.

UNIVERSAL (Vol. 12, No. 853)—Helsinki bombings; Ajax returns home; French patrols along Maginot Line; Allied patrol escorts convoy ships; Huge bombers tested at San Diego, Calif.; Circus fire at Rochester, Ind.; Venezuelan embassy opened; Girls' outdoor art classes; A.A.U. meet in New York; Sweepida wins Santa Anita Derby.

Gordon White to Terrytoons

Gordon White, formerly advertising and publicity head for Educational and later Grand National, this week takes up his new assignment as publicity director for the Paul Terry Company at the studios in New Rochelle, N. Y. In addition to his publicity work, White will also sit in on story ideas.



The Box Office Slant

Bullet Code

(Continued from page 16)

and Whitaker beat them to the ranch and stand them off till the posse arrives. Miller is killed, but Woods escapes and O'Brien rides after him, bringing him back to stand trial.

Comment: Western fans are in for a treat with this latest George O'Brien action picture, a fast paced horse-opera with plenty of punch. The film is well made, from scripting to direction and production, and O'Brien and the rest of the cast turn in swell performances. The usual share of hard riding, fist fights and shooting keep the story moving at a satisfying clip from beginning to end, and the finished product is worthwhile entertainment for the western addicts. In addition to O'Brien, Virginia Vale, Slim Whitaker and Harry Woods are impressive in their respective roles. Director David Howard and Producer Bert Gilroy have done a fine job from the standpoint of action and production. Dress up lobby in western style, with house staff in the same regalia. If possible, arrange a lasso demonstration in your lobby or out front. For street ballyhoo, use a cowboy riding around town on a black horse. **(FAMILY)**

Catchline: "He tried to make amends for a crime of which he was innocent."

AUDIENCE SLANT: WORTHWHILE ENTERTAINMENT FOR THE WESTERN ADDICTS.

BOX OFFICE SLANT: A WELL MADE, FAST-PACED HORSE OPERA FOR THE WEEK END.

Convicted Woman

Col. Drama 66 mins.

(Nat'l Release Date, Jan. 31)

Cast: Rochelle Hudson, Frieda Inescort, June Lang, Lola Lane, Glenn Ford, Iris Meredith, Lorna Gray, Esther Dale, William Farnum, Mary Field, Beatrice Blinn, June Gittleson, Dorothy Appleby. Credits: Screenplay by Joseph Carole. Story by Martin Mooney and Alex Gottlieb. Photography Benjamin Kline. Film Editor, James Sweeney. Directed by Nick Grinde. Produced by Ralph Cohn.

Plot: Rochelle is sent to jail on a false charge. She finds that the House of Correction is miserably operated, and smuggles a message out to Ford, who takes it to Farnum the prison commissioner, who appoints Frieda Inescort as superintendent. She makes things real nice for the girls with evening dresses available for dances and paroles for Thanksgiving. Everything turns out hunkydory when Rochelle's pardon is granted and they make a love nest of Frieda's office.

Comment: "Home was never like this," is the comment probably heard from the Warner Bros. Prison Alumni Association, when they saw this picture. It might incite the Better Films Committees to riot, as it shows prison to be too attractive, and the law never does catch up with the real crook. The evening gowns worn by these prisoners for their dance are positively ravishing! P.S. the men were cops. It's quite the stuff, with Frieda Inescort making it all nice and ducky for them with colonial type beds with curlicues around the posts, satin bed cushions and each girl allowed to indulge her fancy in the matter of bedspreads and such doodads. Well, that's the general idea of what it all is. Sell it as a "different" kind of prison picture. Some of the cast names like Lola Lane and Rochelle Hudson are worth headlining and with the uniforms off, the gals will have an appeal to the men. **(ADULT)**

Catchline: "They call it a house of Correction."

AUDIENCE SLANT: FAIR ENTERTAINMENT. THERE MAY BE SOME LAUGHS IN THE WRONG PLACES.

BOX OFFICE SLANT: NEEDS STRONG SUPPORT.

Blondie On A Budget

(Hollywood Preview)

Col. Comedy 72 mins.

(Nat'l Release, Feb. 29)

Cast: Penny Singleton, Arthur Lake, Larry Simms, Daisy, Rita Hayworth, Danny Mummert, Don Beddoe, John Qualen, Fay Helm, Irving Bacon, Thurston Hall, William Brisbane. Credits: Directed by Frank R. Strayer. Story by Charles Molyneux Brown, based upon the comic strip created by Chic Young. Screenplay by Richard Flournoy. Film Editor, Gene Havlick. Produced by Robert Sparks.

Plot: Arthur Lake tries to talk Penny Singleton into forgetting her budget and permitting him $200 to join a Trout Club. She refuses because she has been longing for a fur jacket, which she hasn't bought due to the slim condition of the bank account. Rita Hayworth, an old friend of Lake's calls, and she offers him a hitch into town. The car breaks down and they go to a movie together while it is being fixed, where Lake enters a contest. Lake wins $200 and he takes Rita to the store to help him buy the fur jacket for Penny. Meanwhile Penny draws the money from the bank to surprise Lake, but the club burns down before he can join and Penny puts the money right back—richer by a fur jacket herself.

Comment: This newest addition to the "Blondie" series, though it suffers from story weakness, will take its place at the top with the previous ones, due mostly to the swell trouping of the trio, Arthur Lake, Penny Singleton and Larry Sims, who make these comic strip characters come to life. It's faster moving than its predecessors and the addition of Rita Hayworth to the cast, is a decided asset. Should satisfy the fans who follow this series and do well on a program with a dramatic feature. There are many amusing moments and Frank R. Strayer's direction has put good pace into the film. Stores selling merchandise on the budget plan should be contacted for window displays and cooperative newspaper ads. Blowups of actual Chic Young comic strips could be used for your lobby. **(FAMILY)**

Catchline: "The Bumsteads bump into a peck of trouble when Dagwood's ex-flame arrives."

AUDIENCE SLANT: SHOULD SATISFY THE FANS WHO FOLLOW THIS SERIES.

BOX OFFICE SLANT: OKAY ON A PROGRAM WITH A DRAMATIC FEATURE.

Vengeance of the Deep

Astor Drama 70 mins.

(Nat'l Release, Feb. 15)

Cast: Lloyd Hughes, Shirley Ann Richards, James Raglan, Elaine Hamill, Campbell Copelin, Sydney Wheeler, Frank Harvey, Ronald Whelan, Alec Kellaway, Leslie Victor, Marcelle Marney, Charlie Chan. Produced and directed by Ken G. Hall. Screenplay by Frank Harvey. Photography, George Heath. Film Editor, William Shepherd.

Plot: Lloyd Hughes, famous pianist, is in love with Elaine Hamill. She wants him to prove himself a man by diving for a pearl with his own hands and giving it to her. He accepts her dare and goes to Thursday Island where he meets Raglan, who has also been sent there by Elaine for the same purpose. Hughes finds a pearl, but greedy divers almost take it away from him, cutting his life line when he is on the ocean bottom. But Raglan saves his life, so he gives her the pearl. Meanwhile Elaine arrives at the island and the two men disavow her. Hughes goes away on his boat with Shirley Ann Richards, daughter of the man who taught him how to dive, and they are married.

Comment: The deep-sea scenes in this picture are quite good. The cast is composed entirely of English actors aside from Lloyd Hughes. The picture was entirely filmed at Thursday Island, center of the deep sea pearl fisheries in the South Pacific. Sell it as a romantic adventure story in a romantic setting. Get tieups with jewelry stores showing how pearls are obtained, etc. Any local people having pictures of actual pearl fishing should be asked to lend them for lobby display purposes. **(FAMILY)**

Catchline: "The glamor and love of pearls beyond price."

AUDIENCE SLANT: THE DEEP SEA SCENES SHOULD INTEREST MOST AUDIENCES.

BOX OFFICE SLANT: WHERE ACTION IS POPULAR, THIS SHOULD DO ALL RIGHT.

Little Orvie

RKO Comedy-Drama 66 mins.

(Prod. No. 20—Nat'l Release, March 1)

Cast: John Sheffield, Ernest Truex, Dorothy Tree, Ann Todd, Emma Dunn, Daisy Mothershed, Fay Helm, Virginia Brissac, Paul Burns, Del Henderson, Fern Emmett, Edgar Dearing, Ray Turner. Credits: Directed by Ray McCarey. Produced by William Sistrom. Screenplay by Lynn Root, Frank Fenton and Robert Chapin. From the novel by Booth Tarkington. Art Director, Van Nest Polglase. Photographed by Roy Hunt. Film Editor, Theron Warth.

Plot: Johnny Sheffield, only son of Truex and Dorothy Tree, is continually getting into trouble. Dorothy's disciplinary measures follow a child psychology book, while Truex's follow the old "spanking" rule. But he lets Dorothy have her way. When Daisy Mothershed, the maid, secretly marries, Johnny forces her to keep a Great Dane he had brought home, with threats of revealing her marriage. Then he finds a litter of pups later, and unable to dispose of all of them, tries to smuggle one into the house. Knowing his mother objects to dogs, he decides to run away. The frantic parents reach him at a neighbor's house and

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bring him back home with a promise that he can have all the dogs he wishes. Daisy is there with the Great Dane who, meanwhile, has fathered a large family.

Comment: Humorous, yet a stirring and sympathetic probity into a small boy's mind, this is excellent entertainment for the whole family. Adapted from the novel by Booth Tarkington, whose delineations of children and adolescents have made his literary writings famous, the picture tugs one moment at the heart strings and the next has one chuckling. It's clean and wholesome and enacted by a talented cast, with young Johnny Sheffield, Dorothy Tree, Ernest Truex, Daisy Mothershed and Ann Todd standing out. While not outstanding in the general sense, it will probably please more in most situations than pictures of purportedly higher calibre. You have a "natural" in a "Little Orvie Dog Show" for the kiddies, a stunt which could be staged with newspaper cooperation. A truck load of dogs borrowed from the city pound would make an effective street ballyhoo. Tie up with book shops and libraries on Booth Tarkington's literary works. **(FAMILY)**

Catchline: "A merry mixture of mirth and mischief, with a boy you'd love to call your own."

AUDIENCE SLANT: IT'S EXCELLENT ENTERTAINMENT FOR THE WHOLE FAMILY.

BOX OFFICE SLANT: BOOTH TARKINGTON'S NAME, PLUS A COMPREHENSIVE CAMPAIGN AIMED AT FOLKS OF ALL AGES, SHOULD LURE THEM IN.

The Showdown

(Hollywood Preview)

Para Western 63 mins.

(Prod. No. 3957, Nat'l Release, March 9)

Cast: William Boyd, Russell Hayden, Britt Wood, Morris Ankrum, Jane Clayton, Wright Kramer, Donald Kirke, Roy Barcroft, Eddie Dean, Kermit Maynard, Walter Shumway and The King's Men. **Credits:** Directed by Howard Bretherton. Screenplay by Harold and Daniel Kusell, from an original story by Jack Jungmeyer, based on characters created by Clarence E. Mulford. Photography, Russell Harlan. Art Director, Lewis J. Rachmil. Film Editor, Carrol Lewis. Produced by Harry Sherman.

Plot: Jane Clayton arrives in a small town to live with her uncle, Wright Kramer, but he refuses to recognize her as his niece. William Boyd and Russell Hayden, who had met Jane at the station, are surprised at Kramer's action and when he dies a letter is found on his body revealing that Jane is the real owner of the ranch. Meanwhile, Morris Ankrum and his gang of rustlers, attempt to steal Jane's horses, but are stopped by Boyd who miraculously escapes from a burning barn in time to save Hayden's life. Jane decides to remain on the ranch with Boyd and Hayden to help her run it.

Comment: The high quality of the "Hopalong Cassidy" series is maintained in this film, a rip-roaring action picture with what it takes to please the lovers of outdoor entertainment. The story moves along at a fast pace, starting with a fist fight and ending with one of the most spectacular chases and gun fights ever filmed. Producer Harry Sherman again demonstrates his ability to turn out top-notch product and Howard Bretherton's direction is an all-round good job. William Boyd is at his best in his "Hoppy" portrayal and Russell Hayden and Jane Clayton give swell performances. Britt Wood handles the comedy situations in an able manner. The usual fine photography of Russell Harlan is again seen in this film. Summing it up in a few words, "The Showdown" will more than satisfy wherever shown. Dress lobby in western manner, using the 10-gallon hat for your house staff. Cut-outs of William Boyd could be used on your marquee. **(FAMILY)**

Catchline: "Hoppy plays poker for his life."

AUDIENCE SLANT: HAS WHAT IT TAKES TO PLEASE LOVERS OF OUTDOOR ENTERTAINMENT.

BOX OFFICE SLANT: WILL MORE THAN SATISFY THE WESTERN FANS.

Man From Montreal

Univ. Drama 60 mins.

(Prod. No. 4054—Nat'l Release, Dec. 8, '39)

Cast: Richard Arlen, Andy Devine, Kay Sutton, Ann Gwynne, Reed Hadley, Addison Richards, Joseph Sawyer, Jerry Marlowe, Tommy Whitten, Eddy C. Waller, Eddy Conrad, William Royle, Lane Chandler. **Credits:** Directed by Christy Cabanne. Associate Producer, Ben Pivar. Screenplay by Owen Francis. Story suggested by Ben Pivar. Photographed by Milton Krasner.

Plot: Arlen, in love with Kay Sutton, carries fur shipments to Montreal for her brother, Hadley, a mysterious "mining engineer." Arrested by a mounties when several pelts bearing the brand of Royle are found on him, Arlen refuses to defend himself for fear he will implicate Kay. Mountie Andy Devine visits his friend in jail and reveals that Kay and Hadley are married. Escaping, Arlen finds evidence proving the fraud. When Royle is slain, he is charged with the murder, but remains in hiding under the protective wing of Devine and his sister, Ann Gwynne. He plants evidence which points to the fugitive. In a battle, Arlen and Devine overpower Hadley and Kay. Arlen's name is cleared, and he realizes he is in love with Ann.

Comment: The setting is the Canadian north woods, and not the western plains; it's fur pelts that are being stolen, and not cattle. But even with the change of scenery, the elements of the plot are almost identical with those found in westerns. If anything, the story is a little thin, dealing as it does with a man unjustly accused and his efforts to prove his innocence and bring the guilty man to justice. The drop-in trade, of course, will not be critical and therefore will take this action drama in their stride. Andy Devine provides what few laughs there are, while Richard Arlen, Reed Hadley, Kay Sutton and Ann Gwynne are satisfactory in their assignments. The film packs a surprise climax when Arlen does not reveal that he is a detective or secret service agent; he is a fur trapper throughout. The photography is good and the settings realistic. If you can get your editor to run a series on the "Mounties," the articles should reveal much of interest to readers and at the same time plug your showing. Arrange a lobby display of fur traps and different kinds of animal furs and skins. **(FAMILY)**

Catchline: "The mounties swing into action with flying fists and blazing guns."

AUDIENCE SLANT: IT'S PLEASING FILM FARE FOR THE DROP-IN TRADE, WHICH IS LARGELY DOMINATED BY ACTION FANS.

BOX OFFICE SLANT: SHOULD DO ALL RIGHT ON FAMILY DAY; OTHERWISE, IT WILL NEED SUPPORT FROM A STRONGER FEATURE.

Finds Man Who Fought Famous Indian—And There Tale Ends

Arnold Stoltz, manager of Warners' Avon Theatre, Utica, N. Y., was fortunate in planting a story about a World War veteran who had been saved by Nurse Edith Cavell. The story drew maximum attention to the picture, "Nurse Edith Cavell," during its engagement at the Avon.

So when Stoltz played "Geronimo," he searched around town and heard of an 84-year-old man who had been in the sixth cavalry which fought Geronimo. The man was located at New Hardford, a suburb of Utica. Along with Stoltz went a reporter from the Utica newspaper and the two brought back the story.

But alas! something happened to gum up the works. When the manager returned to his theatre, he found that the son-in-law of the old man was an employe of an opposition theatre. So, to save the old Indian fighter's home for him, Stoltz called the newspaper and had the story killed. Now he hopes the other theatre doesn't get an Indian picture soon.





Ties In With Utility Company

Promotional activity on the part of Manager Matt Saunders of Loew's Poli Theatre, Bridgeport, Conn., resulted in a five-column cooperative ad (reproduced above) on 20th-Fox's "Little Old New York." The United Illuminating Company tied in with copy emphasizing the important part electricity has played in a "bigger, greater Bridgeport." Note the aerial view of the community. Thanks to Matt, other exhibitors can duplicate his tieup.

Soriero Says, GWTW Upsets All Precedents

The observations of Tom Soriero, manager of the United Artists Theatre in downtown Los Angeles, concerning the effect of his engagement of "Gone With the Wind" on things in general, should be of interest to all exhibitors, most of whom, undoubtedly, have noticed the same interesting facts. For one thing a check-up with merchants reveals an increase in business since the picture opened.

"It will, of course, break all box office records," says Manager Soriero, "and it has already upset all traditions about production, distribution, admission prices and exhibition in general. But what appeals to me is the kind of people who are coming to see it, and who may be judged by anyone who cares to stand ten minutes or less in the lobby of the United Artists Theatre. I suppose the same is true of any theatre where the picture is now playing.

"They are very elderly people who rarely, if ever, go to see motion pictures; shut-ins, to whom the exertion is too great; all sorts of cripples and invalids. Of course, the evening audiences constitute a veritable 'melting pot,' and at morning and afternoon shows we have many people on crutches, in wheel chairs and in motors with their nurses.

"What is the answer ? Simply that such a picture draws the people exhibitors try so hard to get—the very infrequent moviegoers, and most important, the very large class of people in all walks of life who needed something like 'Gone With the Wind' to re-awaken their interest and make them picture-conscious again. . . ."

Soriero's observations would easily have provided excellent material for a newspaper interview. If you are experiencing the same things, why not get together with your local editor and work out a special story?

The Studio Check-Up

This Week: In Production—39; Being Edited—67
Last Week: In Production—42; Being Edited—72

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

BLAZING SIX SHOOTERS*
TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
TOO MANY HUSBANDS*
MEN WITHOUT SOULS*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

IN PRODUCTION

DOCTOR TAKES A WIFE*
MAN WHO WOULD NOT DIE—Boris Karloff. Director, Nick Grinde.

OFFENDERS OF THE LAW—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

METRO-GOLDWYN-MAYER

BEING EDITED

FLORIAN*
NEW MOON*
FORTY LITTLE MOTHERS*

IN PRODUCTION

EDISON THE MAN*
DR. KILDARE'S GIRL*
TWO GIRLS ON BROADWAY*
PRIDE AND PREJUDICE*
WATERLOO BRIDGE—Vivien Leigh, Robert Taylor, Virginia Fields. Director, Mervyn LeRoy.

MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Quigley, Ruth Hussey. Director, George Cukor.

TWENTY-MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

ANDY HARDY MEETS A DEBUTANTE—Mickey Rooney, Lewis Stone, Judy Garland. Director, George Seitz.

MONOGRAM

BEING EDITED

MIDNIGHT LIMITED*

IN PRODUCTION

SON OF THE NAVY—Jean Parker, James Dunn, Director, William Nigh.

COVERED WAGON TRAIL—Jack Randall, Sally Cairns. Director, Raymond Johnson.

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

DR. CYCLOPS (Tech.)*
UNTAMED (Tech.)*
TYPHOON (Tech.)*
OPENED BY MISTAKE*
LIGHT OF WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*
HIDDEN GOLD*
WAY OF ALL FLESH*

PARAMOUNT (Cont.)

SAFARI*
GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff. Director, Preston Sturges.

IN PRODUCTION

DESTINY*
GHOST BREAKERS—Bob Hope, Paulette Goddard. Director, George Marshall.

RKO-RADIO

BEING EDITED

PRIMROSE PATH*
IRENE*
BILL OF DIVORCEMENT*
BEYOND TOMORROW*
MY FAVORITE WIFE*
COURAGEOUS DR. CHRISTIAN*
THE RAMPARTS WE WATCH—March of Time Feature.

CURTAIN CALL—Barbara Read, John Archer. Director, Frank Woodruff.

IN PRODUCTION

YOU CAN'T FOOL YOUR WIFE—Lucille Ball, James Ellison. Director, Ray McCarey.

SAINT TAKES OVER—George Sanders, Wendy Barrie. Director, Jack Hively.

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

REPUBLIC

BEING EDITED

PIONEERS OF THE WEST*
FORGOTTEN GIRLS*
DARK COMMAND*
RANCHO GRANDE*
GHOST VALLEY RAIDERS*

IN PRODUCTION

IN OLD MISSOURI—Weaver Brothers and Elviry. Director, Frank McDonald.

YOUNG BUFFALO BILL—Roy Rogers, George "Gabby" Hayes. Producer-Director, Joe Kane.

20th CENTURY-FOX

BEING EDITED

SHOOTING HIGH*
DANCE WITH THE DEVIL*
I WAS AN ADVENTURESS*
VIVA CISCO KID*
SAILOR'S LADY*
STAR DUST*
EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

CHARLIE CHAN'S CRUISE—Sidney Toler, Marjorie Weaver. Director, Eugene Forde.

IN PRODUCTION

LILLIAN RUSSELL*
ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

MARYLAND—Brenda Joyce, John Payne, Walter Brennan, Fay Bainter, Charlie Ruggles. Director, Henry King. In Technicolor.

ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable. Director, H. Bruce Humberstone.

UNITED ARTISTS

BEING EDITED

REBECCA (Selznick)*
SAPS AT SEA (Roach)*
1,000,000 B. C. (Roach)*
MY SON, MY SON (Small)*
THE WESTERNER (Goldwyn)*
GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

OUR TOWN (Lesser)*
TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Clayton Moore. Director, Alfred E. Werker. Produced by Edward Small.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
BLACK FRIDAY*
ENEMY AGENT*
HOUSE OF THE SEVEN GABLES*
ZANZIBAR*
ALIAS THE DEACON*
MA! HE'S MAKING EYES AT ME*

IN PRODUCTION

IT'S A DATE*
SANDY IS A LADY*
IF I HAD MY WAY—Bing Crosby, Gloria Jean. Producer-Director, David Butler.

LA CONGA NIGHTS—Hugh Herbert. Director, Lew Landers.

WARNER BROTHERS

BEING EDITED

TEAR GAS SQUAD*
FUGITIVE FROM JUSTICE*
VIRGINIA CITY (Tech.)*
IT ALL CAME TRUE*
THREE CHEERS FOR THE IRISH*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*

IN PRODUCTION

ALL THIS AND HEAVEN, TOO*
TORRID ZONE*
SEA HAWK—Errol Flynn, Brenda Marshall, Donald Crisp. Director, Michael Curtiz.

AN ANGEL FROM TEXAS—Eddie Albert, Jane Wyman, Ronald Reagan. Director, Ray Enright.

FLIGHT 8—Ralph Bellamy, Virginia Bruce. Director, Lew Seiler.

GOOD SUGGESTIONS

In a bulletin recently issued by National Screen Service, exhibitors are reminded of the many special events that dot March and April, and several types of trailers, suitable for any situation, are listed and their contents revealed for the showman's information. Announced also are the supplementary trailers on the policy of theatres playing "Gone With the Wind." Whatever special night you put on, whatever the anniversary, the proper trailer is described for you. The suggestions make it possible for the exhibitor to inject unique stunts into his showmanship activities.

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Advance Dope

ALL THIS, AND HEAVEN TOO

WB | Drama | Not Set

Selling Names: Bette Davis, Charles Boyer, Barbara O'Neill, Jeffrey Lynn.
Director: Anatole Litvak.
Assoc. Producer: David Lewis.
Story Idea: Bette Davis, newly arrived in New York from Paris, gets a job as teacher in a very exclusive school for girls. Her past, involving the story of the murder of Barbara O'Neill and the suicide of Charles Boyer, Barbara's husband, while she was in their employ, makes the girls treat her disrespectfully. So she tells them the true story and wins their love and admiration.
Catchline: "Afraid of hurting the woman he loved . . . he chose the one way out."

PRIDE AND PREJUDICE

MGM | Drama | Not Set

Selling Names: Greer Garson, Laurence Olivier, Maureen O'Sullivan, Edmund Gwenn, Mary Boland, Ann Rutherford.
Director: Robert Z. Leonard.
Producer: Hunt Stromberg.
Story Idea: Mary Boland, mother of Greer Garson and Maureen O'Sullivan, is a vulgar woman who spoils the marriage of Greer to Laurence Olivier, a rich bachelor, by her scheming. She also upsets Maureen's marriage to Bruce Lester. Greer quarrels with Olivier because of his pride in his noble birth, but forgives him when she learns of all he has done for Maureen and Lester, and also of the help he has given Ann Rutherford, another sister.
Catchline: "Love triumphs over everything."

TORRID ZONE

WB | Drama | Not Set

Selling Names: James Cagney, Ann Sheridan, Pat O'Brien, Andy Devine.
Director: William Keighley.
Exec. Producer: Hal B. Wallis.
Story Idea: Pat O'Brien is head man at a fruit plantation in the tropics. He has discharged James Cagney and is sending him back to the States, when he suddenly realizes that Jerome Cowan, the man who replaced Cagney, is a failure. He then tries to lure Cagney back by his love for Ann Sheridan, an American entertainer at the hotel, but things become a trifle complicated when a dangerous rebel, George Tobias, arrives.
Catchline: "He discarded his pride to win the woman he loved."

SANDY IS A LADY

Univ. | Comedy | Not Set

Selling Names: Baby Sandy, Mischa Auer, Nan Grey, Tom Brown, Eugene Palette.
Director: Charles Lamont.
Assoc. Producer: Burt Kelly.
Story Idea: Baby Sandy is left with Billy Gilbert and his two mischievous sons, Kenneth Brown and Billy Lenhart, while his mother, Nan Grey, goes shopping to buy food for the dinner to which Tom Brown, her husband is bringing his boss, Eugene Palette. The kids take Sandy downtown with them. Sandy wanders away and gets into many dangerous places, but all ends well when Sandy gets home safe and helps Brown get a contract from his boss, Palette.
Catchline: "Sandy helps her daddy get a contract."

GHOST VALLEY RAIDERS

Rep. | Western | Not Set

Selling Names: Donald Barry, Lona Andre, Leroy Mason.
Assoc. Producer-Director: George Sherman.
Story Idea: Donald Barry, a government agent, assumes the identy of a notorious bandit to get to the brains behind the stagecoach robberies. Leroy Mason, manager of the line, is the man Barry wants, but it isn't until Mason's niece, Lona Andre, inadvertently reveals Barry's real identity, that Barry finally gets a chance to round up the entire gang.
Catchline: "He assumed the identity of a killer to catch the robbers."

OUR TOWN

UA | Drama | Not Set

Selling Names: William Holden, Martha Scott, Fay Bainter, Beulah Bondi, Thomas Mitchell, Guy Kibbee.
Director: Sam Wood.
Producer: Sol Lesser.
Story Idea: Thomas Mitchell, a doctor and his wife, Fay Bainter, live next door to Guy Kibbee, an editor, and his wife, Beulah Bondi, in a small town just over the line from Massachusetts. William Holden, Mitchell's son and Martha Scott, Kibbee's daughter, are in love with each other and marry. As the picture unfolds, Frank Craven narrates the story.
Catchline: "Pulitzer Prize Play brought to the screen."

Borrows Weird Devices from the Studios for "Horror Show" Display

Manager George Barber of the Marquis Theatre, Sherman, Calif., is certainly a master at advertising "horror shows" if the work he did on "The Werewolf of London" and "The Black Cat" can be taken as a criterion.

Besides a special trailer, Barber appealed to high school students through the columns of the school publication. The ushers, too, established personal contacts, because most of them were students. As a result, a large portion of the audience consisted of high school students.

Arranged as a museum of "skeletons," the foyer contained a torture rack and other weird devices, which were promoted from the studios.

THEATRE MANAGER AT LIBERTY!

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Hollywood

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. . . Program Notes From the Studios . . .

MARY BETH HUGHES has been assigned the feminine lead in the next Cisco Kid feature, "Rogue of the Rio Grande" at 20th Century-Fox, opposite CESAR ROMERO. EVELYN VENABLE and DANA ANDREWS also draw top supporting roles in the picture which will be directed by H. BRUCE HUMBERSTONE.

Six Hits and a Miss, musical feature of BOB HOPE'S radio program, have been signed by Universal for a spot in the BING CROSBY-GLORIA JEAN co-starrer, "If I Had My Way." The picture is now before the cameras under the direction and production of FRANK BUTLER.

MGM's "Andy Hardy Meets a Debutante," got the starting gun last week with GEORGE SEITZ directing MICKEY ROONEY, LEWIS STONE, FAY HOLDEN, CECILIA PARKER, ANN RUTHERFORD and SARA HADEN. JUDY GARLAND returns to the role of Betsy Booth she created in "Love Finds Andy Hardy," in this feature.

SIDNEY LANFIELD, ace director of musicals, will have charge of SHIRLEY TEMPLE'S next starring vehicle, "Young People," which is scheduled to go into production within the next three weeks at 20th Century-Fox.

Director JOHN FORD and Writer DUDLEY NICHOLS have checked in at the Walter Wanger studio to start preparations on EUGENE O'NEIL'S "The Long Voyage Home," set to go before the cameras in April as the first Argosy Corporation production. The picture will be one of Wanger's 1940-41 United Artists releases.

ROBERT MCGOWAN, noted for many of the original "Our Gang" comedies, has been signed by Monogram to direct "Tomboy," with MARCIA MAE JONES and JACKIE MORAN in the leading roles. The picture will be produced by W. T. LACKEY.

"Half a Rogue," an original story by GARRETT FORT, has been purchased by RKO as the first of a new series of starring vehicles for CHARLES LAUGHTON. "Rogue" will be produced by ERICH POMMER, also scheduled to produce LAUGHTON'S later RKO picture, "Benjamin Franklin."

VIRGINIA BRUCE will be seen in the feminine lead of Warner Bros. current air hostess story, "Flight 8," playing opposite RALPH BELLAMY under the direction of LEW SEILER.

JOAN FONTAINE has been signed to play the feminine lead opposite CARY GRANT in FRANK LLOYD'S Columbia production of "The Tree of Liberty," set to go into production late this month. The picturization of ELIZABETH PAGE'S novel will be filmed at Williamsburg, Va.

Britain's recapture of 300 prisoners-of-war from the German navel auxiliary, Altmark, will be included in a picture now being prepared by Paramount. EUGENE ZUKOR, producer, whose "Mystery Ship" is soon to go before the cameras, moved swiftly to revise the ending of his screenplay to conform with the incident.

FRANCES FARMER will join GEORGE BRENT and HUMPHREY BOGART in "Money and the Woman," which Warner Bros. will produce from JAMES M. CAIN'S adaptation of his own novel. KURT BERNHARDT will direct.

JACK TOWNLEY completed the script for Republic's "Grandpa Goes to Town," and starts immediately on an original, "Scatterbrain," which will be JUDY CANOVA'S next starring vehicle at the studio.

A new contract has been signed by RKO and STEPHENS-LANG Productions calling for the latter to produce three more films in the "Dr. Christian" series starring JEAN HERSHOLT.

JAMES ROOSEVELT, president of Globe Productions, announced the signing of HORACE HEIDT and his Musical Knights for a United Artists picture to be based on the popular "Pot O' Gold" radio program.

JOSEPHINE HUTCHINSON, brilliant dramatic actress, has been signed by GENE TOWNE and GRAHAM BAKER for an important role in "Tom Brown's Schooldays," joining a cast which includes FREDDIE BARTHOLOMEW, BILLY HALOP, POLLY MORAN, HUGHIE GREEN, JIMMY LYDON and ERNEST COSSART.

LARRY DARMOUR expects to make at least three pictures a year based on the Ellery Queen character, in addition to his Jack Holt features and serials. A deal was closed by DARMOUR for the exclusive film rights to the Ellery Queen mystery novels.



Invitation

HUMPHREY BOGART, JACK WARNER, ANN SHERIDAN, GOVERNOR CARVILLE *of Nevada and* ERROL FLYNN *receive an invitation addressed to the studio and the cast of the film, "Virginia City," to attend the twin premieres of the Warner picture in Reno and Virginia City.*



Her First Lines

Director CHARLES LAMONT *coaches* BABY SANDY *in the dialogue the two-year-old star will have to speak in her new Universal picture, "Sandy Is A Lady."*

McDonald Starts Another

FRANK MCDONALD started direction this week of Republic's "In Old Missouri," featuring the WEAVER BROTHERS and ELVIRY. MCDONALD recently completed the direction of GENE AUTRY in "Rancho Grande" for the same studio.

Randall Gets New Leading Lady

SALLY CAIRNS was signed to play the feminine lead in JACK RANDALL'S new Monogram western, "Covered Wagon Trails." The cast also includes STEVE CLARK, GLEN STRANGE, JOHN ELLIOTT, KEN DUNCAN and DAVE SHARPE. RAYMOND K. JOHNSON is directing under the production guidance of HARRY WEBB.

Boyle on "Conga" Dances

Universal has signed JOHNNY BOYLE to direct the dances for its current production, "La Conga Nights." The KEN GOLDSMITH production starring HUGH HERBERT, CONSTANCE MOORE and DENNIS O'KEEFE with EDDIE QUILLAN, ARMIDA and FERIKE BOROS, is being directed by LEW LANDERS.

Preston and Foster Back for "Police"

PRESTON FOSTER and ROBERT PRESTON returned to Hollywood to begin Technicolor screen tests for the CECIL B. DE MILLE historical production, "North West Mounted Police." The picture is scheduled to go before the cameras on March 5, with GARY COOPER in the leading role, and PAULETTE GODDARD, MADELEINE CARROLL and AKIM TAMIROFF rounding out the star-studded cast.

Sherman Signs "King's Men"

HARRY SHERMAN has signed "The King's Men," KEN DARBY, RAD ROBINSON, GRAFTON LINN and JON DONSON, to a contract calling for the male quartet's services in the six "Hopalong Cassidy" pictures he will make for the coming season. They will play roles as well as sing in the series.



All In Fun

JAMES ELLISON, *who dons this dashing Toreador costume for a sequence in RKO Radio's "You Can't Fool Your Wife," serenades* LUCILLE BALL, *his leading lady, during a between-scenes moment on the set while she's studying lines.*

Six Important RKO Films Assigned to Lee Marcus

Six important pictures on RKO's 1940-41 program have been assigned by President GEORGE J. SCHAEFER to LEE MARCUS, veteran production executive. The assignment was made shortly before SCHAEFER departed for New York after lining up the company's product for the coming season.

The six new films under Marcus' jurisdiction are "Anne's House of Dreams," with ANNE SHIRLEY starring; two of GENE STRATTON PORTER's most successful books, "Laddie," with TIM HOLT, and "Freckles," with JIMMY LYDON; "Men Against the Sky," "Man Without a World" and an untitled PETER B. KYNE story.

HOWARD BENEDICT will produce "Men Against the Sky," while CLIFF REID will handle the production guidance on the five others.

"Honeymoon" for James Stewart

"Honeymoon for Three" is the starring vehicle selected by Warner Bros. for JAMES STEWART, who is signed to the studio for one picture. The story is a romantic comedy by GEORGE HAIGHT and ALAN SCOTT, and will be placed in production as soon as STEWART is available from MGM, his home lot.

Rehearsals Start on "Band"

Rehearsals started this week on MGM's "Strike Up the Band," the new musical starring MICKEY ROONEY and JUDY GARLAND, with BETTY JAYNES, DOUGLAS MCPHAIL and JUNE PREISSER, under the direction of BUSBY BERKELEY. Both MICKEY and JUDY are currently appearing in "Andy Hardy Meets a Debutante."

RKO Buys Vina Delmar Novel

"Wrapped in Cellophane," recent novelette from the pen of VINA DELMAR, has been purchased by RKO and will be produced by ROBERT SISK as a major feature on the studio's 1940-41 program. BARTLETT CORMACK, whose screen credits include, singly or in collaboration, such successful screenplays as "The Beachcomber," "Fury" and "Orchids to You," has been signed to write the screen adaptation.

HOLLYWOOD SIGHTSEEING

WITH THE *Oldtimer*

Latest Hollywood gag is the "Gracie Allen for President" campaign, running on the Surprise Party's ticket, with the aid of GEORGE BURNS and brother WILLIE as managers. GRACIE thinks it's about time FDR gave his seat up to a lady, and has been practicing "MY FRIENDS" for months. For a good laugh, look for the Paramount Newsreel shot of GRACIE being interviewed by the press.

We think Director CHARLES LAMONT should get the Academy "Oscar" for patience, after watching him put BABY SANDY through the paces on the set of Universal's "Sandy Is a Lady." After waiting a half hour for the kid to wake up, CHARLIE spent another hour trying to stop her from bawling . . . and he still smiles.

If WARNER BROS. don't stop making prison pictures, they will have to change their name to the WARDEN Bros. P. S.: We stole this gag from one of the pretty girls on the lot, after reviewing the latest, "Castle on the Hudson."

MGM has received two hundred letters requesting the job of imitating HITLER's voice in "The Mortal Storm." If they are looking for the real "McCoy," we suggest that they get a sound recording of the CHARLIE CHAPLIN voice in his new picture, "The Great Dictator."

DON WILSON, that cute little trick of a blimp, has been signed by Producer HARRY SHERMAN for the role of "Slim" in "The Round-Up," and all SHERMAN has to do is find a horse to support DON without caving in.

Spent a very pleasant hour on the set of SOL LESSER'S "Our Town," and now we know why Director SAM WOOD turns out such swell pictures. Don't be surprised to see another picture with the box office appeal of "Mr. Chips," in this one.

SACHA GUITRY, France's gift to the producer, writer, director, actor ranks, is on his way to Hollywood. All he needs to even the score with ORSON WELLES, is to grow a set of whiskers and then stop making pictures.

Allen Arrives for "Our Town" Role

ARTHUR ALLEN, veteran Broadway character actor, has arrived in Hollywood to portray the role of Professor Willett in SOL LESSER'S "Our Town." ALLEN originated the role in the New York presentation of the THORNTON WILDER play.

Getting Ready

Director FRANK MCDONALD *(right) goes over the dialogue for a scene in Republic's "Rancho Grande" with* SMILEY BURNETTE, GENE AUTRY *and* JUNE STORY. *From the expression on* SMILEY'S *face the lines should be funny, but* GENE *and* JUNE *are not so sure. This is the first* AUTRY *starrer directed by* MCDONALD.



Director and Star

S. SYLVAN SIMON *and* LANA TURNER *talk over a shot between scenes on MGM's set of the musical featuring* MISS TURNER *with* JOAN BLONDELL *and* GEORGE MURPHY. SIMON *directs the film produced by* JACK CUMMINGS, *titled "Two Girls On Broadway."*

15-Year-Old Authoress Sells Columbia Story

Setting a record as the youngest screen writer to sell an original story to a major motion picture studio, 15-year-old JOANNE BENEDICT has been paid $1,500 by Columbia Pictures for her 15,000-word romantic drama, "Joan of the Ark."

The story was originally sent to FRANK CAPRA who immediately saw its picture potentialities and passed it on to SAM BRISKIN, studio executive, with the recommendation for purchase. BRISKIN bought it, and has scheduled it on the studio production list for 1940-41.

MISS BENEDICT received the inspiration for her story from stories of Ohio River flood refugees, told to her by her grandmother.

Will Make Four Yiddish Films

Jewish Art Pictures, Inc., New York organization producing Yiddish pictures, has taken space at Sunset Studios to turn out four Yiddish films during the next six months. SID BLAKE. who will be in charge of the productions, arrived on the coast last week for preliminary work on the first, "Monkey Business."



UNRIVALED PERFORMANCE

NO wonder cameramen place full confidence in Eastman's three negative films. They know that each offers specialized ability to meet modern production demands. Even more important, they know that every foot will have the same high quality, the same unvarying dependability. Eastman Kodak Co., Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

STB PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

March 2, 1940

Think It Over

WE'RE showing you more examples of the remarkable transformations wrought by architects and builders as well as equipment manufacturers who supply the ideas and the materials for making old and antiquated theatres over into new, bright and profitable picture showhouses.

These latest examples, revealed in pictures and a few choice (we hope) words, some pages back, emphasize again the point that it may be well worth every theatre owner's while to take stock of his own plant and consider if he isn't cheating himself out of some profit by failing to explore the possibilities of having himself a practically new theatre for far less money than some enterprising competitor may lay on the line for the purpose of putting him in the shade. What we mean is that some johnny-come-lately might get the idea of having himself a theatre in the territory.

Now the examples of remodeling we're talking about happen to involve some rather substantial outlays of cash. But before you ask what you're going to use for money just ask yourself a few other questions.

Ask yourself how and where a competitor can get a theatre for what you might have to spend to put your perhaps old-style and well-worn house into as fine a shape as any new one could be. Ask yourself if you could, say ten years ago, have gotten anything like the run for your remodeling dollar that is yours for the asking today. Frankly we think theatre architects and equipment dealers rate a bow and a burst of applause for the ingenuity they are showing in giving the theatreman plenty for his dollars spent to turn old houses into new. Also ask yourself if there isn't every legitimate expectation that your old stand has possibilities for paying out on a far bigger scale than it ever did in the past—provided the community is given a better theatre. There are mighty few communities that are standing still. We hope you're not running a show in that mythical town where population was static—you know, the place where every time a baby was born some citizen moved out without even leaving his forwarding address.

But let's say a complete remodeling job is out altogether for you. That's no reason why something that will eventually produce the same result can't be done right now. We mean start with the nearest thing at hand. Whatever piece of equipment or portion of the house is most in need of replacement or refurnishing or decoration can be done first. In other words do the job a step at a time.

BRINGING OLDER THEATRES UP TO DATE

NEW theatres for old! Four words that tell a story of what's going on today in the motion picture exhibition field. Whether the fact that the theatre industry has reached the point where a number of obsolete buildings are available for this treatment in the salvaging line, or whether it's a trend due to conditions surrounding the whole scheme of exhibition, makes little difference. Anyone recalling those hectic days of boom building in this and other industries has more than vague recollections of the utter contempt then prevailing for doing anything in the remodeling line.

Them was the days! The days when everything from million dollar buildings down to $85.00 radio sets were condemned to abandonment because of what the sales-stimulating fellows were calling "style obsolescence." A new shape for a radio tube, or a different type of revolving door were enough to send the radio set and the building on its way to the junk heap.

Today things are different. Today, also, things are healthier for the more modest type of theatre operator, because the latter can, without huge investment, safeguard his business from incoming competition armed with a new plant. He can renew, refurbish, re-equip his house and offer everything that a "new" theatre provides in modernity, comfort and efficiency.

WAVE OF REMODELING FOR MANY THEATRES IMPROVING SITUATION

On this and on pages immediately following are some factual examples of how the old theatre becomes entirely new under a remodeling treatment which has been developed to a high degree through the collaboration of efforts of building material manufacturers, specialized theatre equipment builders and the ingenuity of architects, engineers and theatre supply organizations.

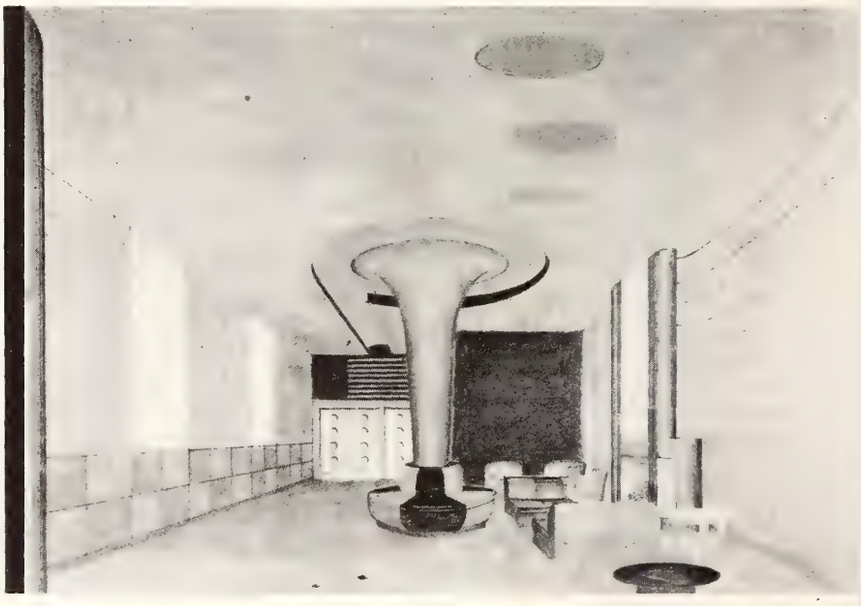
Just how prevalent is the remodeling idea among theatre operators is very graphically illustrated by figures available at a glance from reports of theatre operations issued by SHOWMEN'S TRADE REVIEW. These reports, contained in pages of the magazine and Bulletins issued periodically through STR's special service, show a total of 77 major remodeling operations consummated during the six-month period of September 1939 to March 1940.

Most impressive is the fact that these operations were scattered throughout the country. They were not confined to any one or a few sections. They were not confined to a certain type of situation, nor a single class of business operation. These 77 remodeling operations were carried out by large circuits, smalier chains and single-unit theatre operators.

The figure of 77 operations applies only to major work of remodeling—jobs that involved expenditures of $6,000 or more. The average cost for the 77 operations reported was $21,465. The amount invested in the remodeling operations reported by STR for the six-month period referred to totaled $1,652,805. The average operation included structural changes in the

(*Continued on Next Page*)





A new theatre grows out of the old one shown at right. Above, sketches by F. & Y. Building Service furnish striking comparison of what can be and what is through remodeling, as applied to the Colonial, Bluefield, W. Va.

COLONIAL NOW and after REMODELING

$20,000 plus adroit designing and modern materials will transform the Colonial Theatre at Bluefield, W. Va., from its now outmoded state into a theatre of which its owner, Max Matz, can be justly proud.

Pictured above are the architect's renderings which show how the Bluefield will become a deluxe house replacing the older and unattractive theatre.

The entire work of design and construction has been placed in the hands of the F. & Y. Building Service by Mr. Matz.

F. & Y. designers and engineers have worked out detailed plans for the reconstruction. The work will include erection of an imposing marquee and side ticket office, wider entrance, suspended ceilings with curved walls for the lobby, new rest rooms and toilets. The lobby interior as illustrated in the drawing at right above, will be featured by indirect lighting, large leather settee built around a striking mushroom light column in the center of the lounge, a fire place, and decorations which include three large lighted murals on velour. Atop the center column, F. & Y. designers indicate an additional set of indirect lighting and a line of circular light wells in the ceiling.





Work on the reconstruction of the Colonial is to start about March 15th. Plans call for completion of the job in six weeks.

SENATE THEATRE BEFORE and AFTER

A striking example of what can be done in remodeling is offered by these pictures of the Senate Theatre, Springfield, Ill. The Senate, operated by Kerasotes Theatres, was completely replaced by a new house without tearing down a building that had served for years as a well operated picture theatre. Cost of the entire job of making a new theatre of the Senate was $30,127.40. The renovation job was completed in 18 working days.

Commenting on this phase of the work, Dave Jones, advertising manager of Kerasotes Theatres, accurately points out a most important consideration of any remodeling work when he says: "When a theatre has been in operation and must close down for remodeling, every day counts. Yet it does not pay to have excessive overtime bills, so everything must be organized, ordered and co-ordinated to complete the job on schedule." The plan of the remodeling is the work of Carl T. Meyer, Architect, of Springfield.

Equipment in the new theatre, which includes air conditioning, is of the finest the market affords. General equipment was installed by National Theatre Supply Co.

Remodeling Work Widespread

(Continued from Preceding Page)

building and all provided for entirely new projection, sound, carpet, chair installations, and air conditioning, as well as redecoration and lighting—both display and decorative.

As to the distribution of these operations over the country, the reports showed that the 77 major remodeling operations referred to were territorially distributed as follows: New England States—5; Middle Atlantic—19; South Atlantic—5; East North Central—9; East South Central—8; West North Central—10; West South Central—11; Mountain States—2; Pacific—6.

These activities, when combined with the number of new installations of modern equipment in a great quantity of smaller "renewal" operations, provide a cheering note to the entire picture of the exhibition branch of the film industry. The right kind of plants to serve as outlets for studio product are ready and waiting for whatever improvements Hollywood has to contribute to the screen.

That this remodeling activity is certain to beget its kind on an even wider scale during the coming months seems a certainty. Even now the theatreman can get more for his money than he could have six months ago. This is so at least for the smaller type theatre. There has been a rush of new equipment especially made for the smaller theatre, and today the 400 to 800 seat house can put on a picture with projection and sound equipment costing much less than the bigger models necessary for the large house and capable of delivering comparable quality and durability.

One thing the theatreman contemplating improvements can do to an advantage which has been demonstrated clearly by the remodeling work of the past six months is to call upon the services of some experienced architect or building service, or the equipment concerns which provide engineering services. The right kind

(*Continued on Next Page*)



BEFORE AND AFTER. *On left are pictures of lobbies, foyer, proscenium and auditorium of the Senate, Springfield, Ill., and, right, those same sections after recent modernization work.*

Find Renovation Pays

(*Continued from Preceding Page*)

of planning is half the battle won in any major or even minor renewal job for the theatre. Because it has been demonstrated that specialists can give the theatre what it needs in "flash" and attraction as well as adequate screen and sound results and comfort at a cost that would be no more and in the majority of cases less than if the job were undertaken on a hit and miss basis wherein the new installations were considered individually instead of a part of an organized plan.

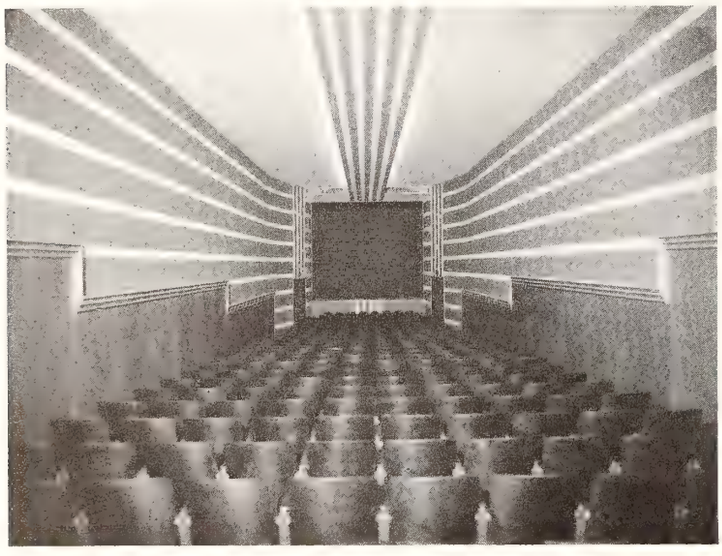
Such services are to be had no matter where the theatre is located. Inquiries in the theatre's own exchange territory, advertisements appearing in this journal or letters to theatremen whose recently remodeled theatres are reported in the editorial columns of STR will bring you advice on this. Also, STR will be glad to recommend a course of action.

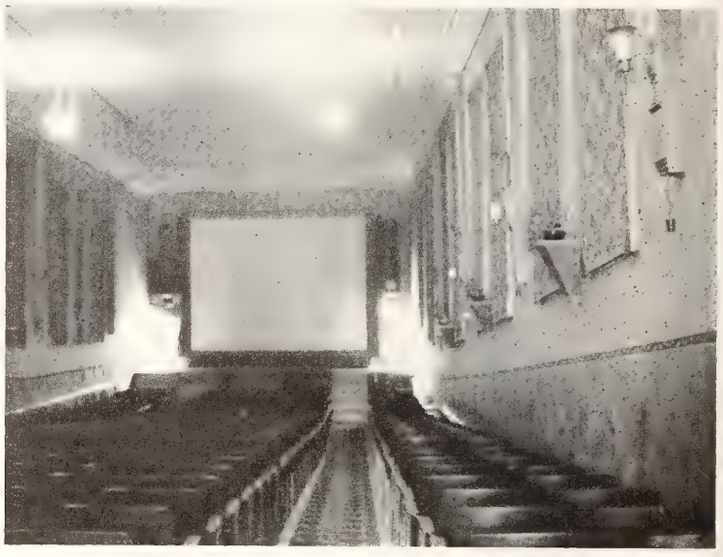
Any theatreman who hesitates to launch a renewal job because of uncertainty as to the results in increased patronage is advised to communicate with his fellow showmen whose activities along this line have been reported by STR. We have not the space at our disposal to do so, or we would offer documentary evidence of the amount of excellent publicity and renewed interest that has been the result of these remodeling jobs in big cities, large towns and mere villages. The special editions of newspapers, the editorial salutes of local editors, the ballyhoo that has accompanied the re-opening of all these remodeled theatres is sufficient evidence to the experienced showman that lasting goodwill and greatly revived interest in motion pictures has resulted.

There is another most important consideration to ponder. The owner of a theatre in most any location has an investment of more than mere dollars. If he has carried on at the old stand for a number of years he has something no newcomer can match for some time, irrespective of how elaborate and lovely the theatre this newcomer may plan and actually build.

Now the longer the theatre has been on its present site the more probable are the chances that the town or neighborhood has grown and offers opportunities for new store sites. The experienced theatre architect can do remarkable things in working out a plan for arcading an old entrance to provide store space that may prove a source of substantial profit, and thus pay off the cost involved in whatever improvements are made to the theatre itself. Local business interests may well be responsive to a proposition calling for such improvements. But their interest cannot be aroused unless the theatreman works out a plan and presents it to them for consideration as an investment they may be willing to back or obtain backing for.

Anybody who wanted to write a scenario about a theatreman who let opportunity bloom and wither before his very eyes needn't draw on imagination for the tale of the exhibitor who served faithfully in accordance with his not too bright belief and one day found that the very business men and citizens of the town who had visited his theatre more or less regularly and knew him by his first name suddenly got hot pants about an idea for a swell new theatre project as presented by some outsider with a set of fine blueprints and an intelligent plan of operation. That wouldn't be fiction. It would be mere recitation of what even a newcomer in this business has seen so often that it's no longer worth mentioning in even casual time-killing conversation.







NEW and the OLD

Right up to snuff after its very economical and showmanlike renovation, is the Pix Theatre in St. Johns, Kansas. The tip off on how much can be done for an investment of $6,000 *odd dollars is illustrated above, as you compare the auditorium as it is now, at left, with the picture at right above. On the left is the exterior, a strictly modern picture house, and on right the entrance, walls of which were covered with a fabroikoid material like that used for chair upholstery—washes off easily. Note the neon lighting in ceiling of auditorium in picture at left above.*



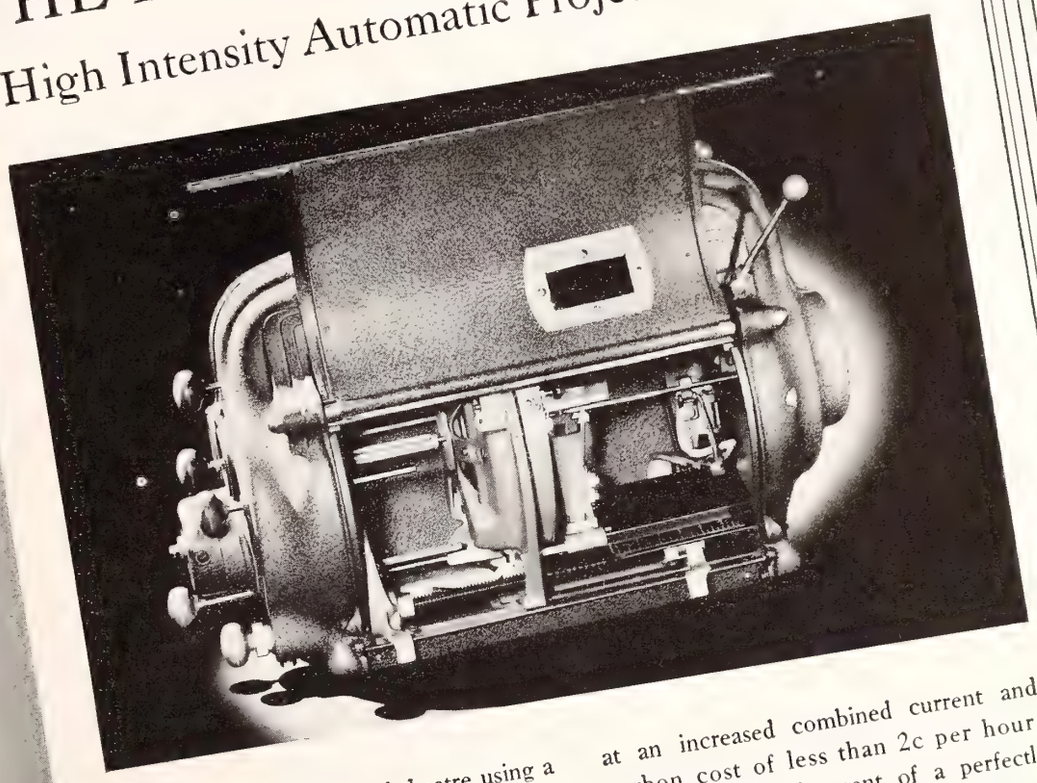
Renovation Provides Low Cost Means of Adding "New" Theatre to Circuit Operated by Weber

Warren L. Weber, operator of theatres in Central Kansas, commissioned Al Hauetter to remodel the unpretentious and unprepossessing old De Luxe theatre in St. Johns, with results revealed in "before and after" photographs reproduced here. Hauetter has remodeled several theatres, 21 in the past four years to be exact, and used a lighting scheme he has employed successfully for some time. The Pix auditorium is lighted by neon tubing in the ceiling, and terminating about 10 feet short of the proscenium arch.

STRONG

THE NEW STRONG UTILITY

High Intensity Automatic Projector Arc Lamp



● For the moderate sized theatre using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost.

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

This necessary doubling in light over the low intensity has now been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatre.

The snow-white light secured by this new lamp makes the low intensity appear a muddy yellow by comparison.

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City





The Towers Theatre, Camden, N. J., a complete renovation job has turned an old-style playhouse into a modern showhouse for the presentation of stage and screen shows.

A spacious inner lobby, pictured above, and foyer, below, are notable features of the rebuilt Towers Theatre. Modern style metal chairs and settees line the walls.

A FORMER "LANDMARK" NOW DE LUXE THEATRE

A. M. Ellis, president of Towers Amusement Co., is a veteran in the theatre world, and to his experience and initiative must go major credit for the enterprise which has brought a new theatre to Camden, N. J., to replace the house that has been something of landmark in that territory. The Towers Theatre as it is today is illustrated in photographs reproduced on this page. The remodeling plan was drawn and supervised by David Supowitz, Architect, of Philadelphia.

The cost of the job of entirely rehabilitating and re-equipping this 1500 seat house, was approximately $26,000. The Towers has a completely equipped stage, offers vaudeville and novelty stage presentations in addition to pictures. The booth equipment was installed by National Theatre Supply Co., which company also supplied and installed the carpets.

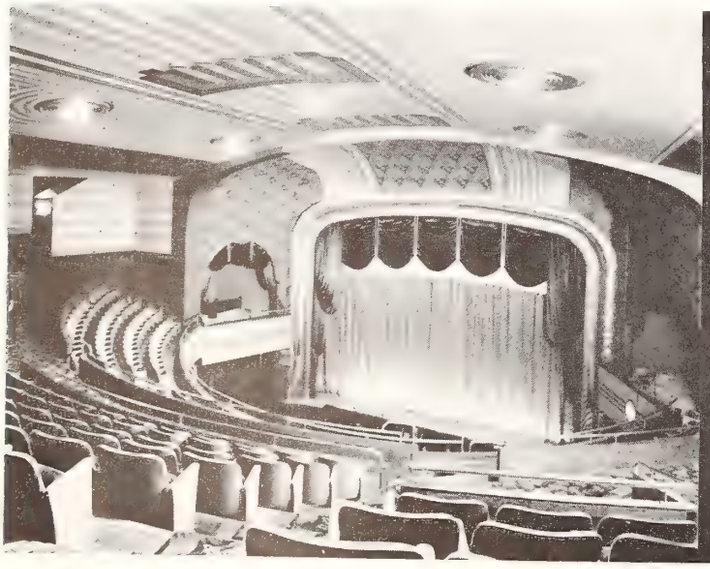
The Towers, in the operation of which M. B. Ellis, long associated with his father in theatre business, is active, has been streamlined as to policy as well as to its physical makeup. Combination stage and screen shows are presented. Thus, complete renovation of the old theatre means that the public in the South Jersey area also has opportunity to see the newer type of musical "flesh" shows.



Above, the re-designed entrance lobby of the Towers, a long-famous theatre in Southern Jersey, and now among the finest in its territory. Below, two views of the auditorium.



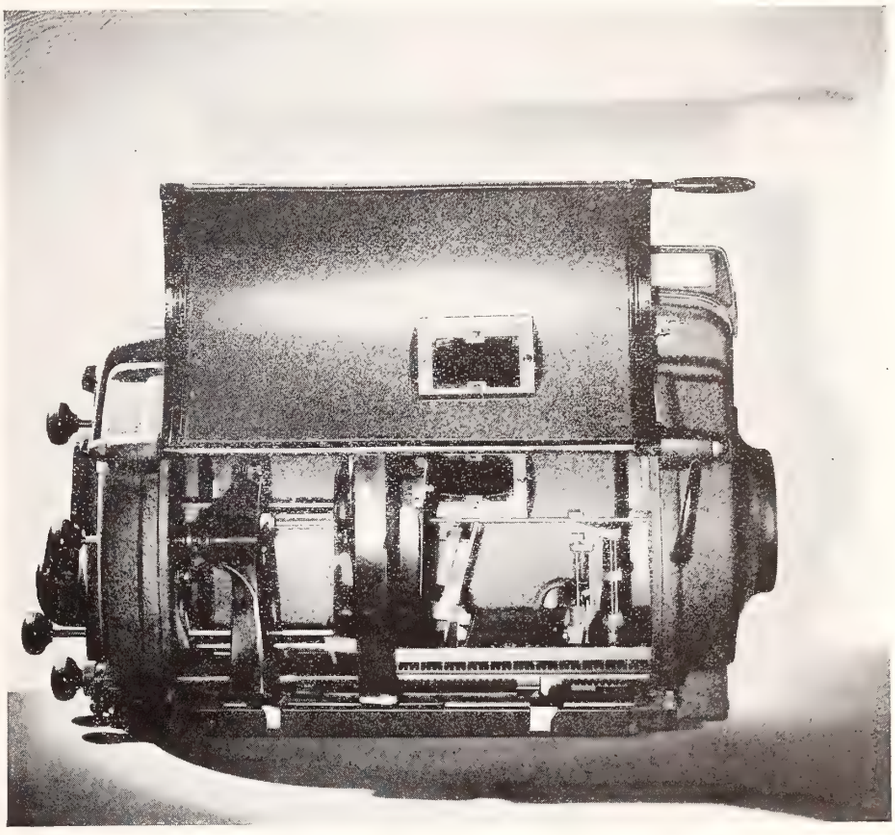
The auditorium of the Towers has a seating capacity of 1500 on main floor and balcony. It is handsomely equipped, American Bodiform chairs being one feature.





LOW COST HIGH INTENSITY

FOR THOSE WHO HERETOFORE COULDN'T AFFORD THE FINEST



A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

This Simplex High projects twice as much light as the low intensity, a snow white light, characteristic of the high intensity arc, which is so necessary to the projection of colored pictures.

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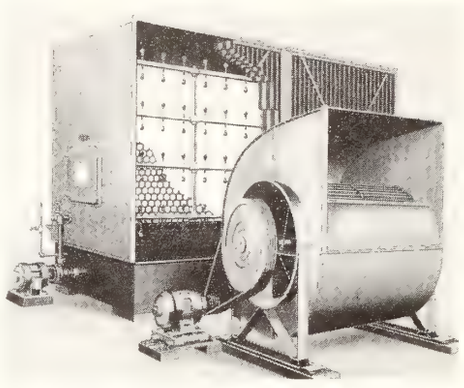
Let Your Own Situation Be Your Guide In Selecting a Theatre Cooling System

AIR Conditioning. Cooling. Ventilation. What do all the terms, names and expressions indicative of artificial methods of keeping a theatre comfortable (come what may in the way of weather) add up to?

Certainly no subject has been more thoroughly kicked around than that of "air conditioning," since its introduction many years ago to the so called "comfort field."

Back in the early Twenties many of the sublimated shooting-galleries then extant were trying to keep up with the Balaban & Katzes, without however getting the proper equipment to do the job. The result was that signs which promised that it was "20 degrees cooler inside" cluttered the Broadways and Main Streets. That was cooling things off, alright. But the promise seldom lived up to any degree of the 20 promised. But it was indicative of what little was known about comfort by means of atmospheric control inside an enclosure for humans. And, since the engineers themselves didn't know too much about the whole business then, it is small wonder that theatremen, who were first in the field with the new development, got some thoroughly mixed-up notions concerning "air conditioning."

The market now affords a variety of ventilation and cooling systems entirely adequate to the particular needs of any theatre situation. Selection of the right kind of system for the special requirements, however, is a problem which faces every theatreman whether he is building a new house or improving an older one.



Air washer and fan of new advanced design used in National Theatre Supply Co. system.

The most elaborate systems provide control of all three factors involved in air conditioning: temperature, humidity and velocity. Temperature, of course, is a matter of winter and summer importance. Heat needed in winter, is supplanted by cooling needed in summer.

Cooling by means of ventilation, that is to say, distribution of air, is far better than no cooling at all—and also better than an inadequate system for proper air conditioning. So the prime element of consideration for the theatreman is to get a system that will do all it is supposed to do—and not something supposedly capable of the job. A good ventilation system is far better than a poorly engineered complete air conditioning equipment, say many theatremen who have had experience in this matter.

Wide Variety Available

Adding some element that will cool the outside air is a second step in the job of complete air conditioning. But this cooling can be accomplished in a number of ways. Well water circulated through coils in front of the blower fans is one. A chemical refrigerant and its associated equipment is another—the most elaborate. Ice is another. Any one of the three can be employed in an elaborate system which provides for control of humidity as well as temperature, or in a more simple system employing only a blower fan to circulate the air through the rooms of the theatre.

Air conditioning systems which employ refrigeration machinery have been described so often and seem to be so generally known, that, in view of the purposes with which this article are concerned (which are not technical considerations) we can pass along from them to matters which do not seem to be so thoroughly understood.

The ice method of cooling has been in demand where the ice is to be had in good supply and for the reason that a low installation cost greatly favors it. The system is simple in construction. Its advantages diminish as the requirements increase for prolonged use of refrigeration. In other words, for summer cooling, during a period each year of say 50 days, a great proportion of which do not require full capacity cooling, the ice method has distinct advantages. For year round purposes, however, the more expensive mechanical refrigeration would eventually prove more economical.

The ice method has been developed to a high degree of efficiency by Knickerbocker Ice Company, whose Icedaire system is installed in many theatres. This system provides an ice bunker. Water for the air washer, through which air from outside as well as a certain quantity of re-circulated air from inside, is washed and cooled—the water is reduced to desired temperature by spraying over the ice cakes in the bunker. Circulation of the air through ducts leading to grilles or other outlets in the room to be conditioned is by a blower or fan.

Well water is used by a great many theatres which have the good fortune to be located where a supply of water from a drilled well on the property is available. The well water, of lower temperature than the so-called "wet bulb" is used in the air washer, accomplishes the desired results of dehumidification as well as temperature reduction.

Then there is the straight ventilation system. This uses merely a blower fan to keep air in circulation and so provide comfort in the auditorium. Most important in the case of the ventilation system as well as those using refrigeration, by water, ice or mechanical means, is the proper location of exhaust points in the theatre. Thus, no matter what system is selected for the theatre, the theatreman must use care to have the job engineered, or designed, and installed by an organization competent to give the theatre the installation it needs.

One thing that owners of older theatres must not overlook is that those houses which have a duct system for ventilation but which system has not proved effective, are perhaps capable of being equipped with good cooling conditions at a cost that may involve no more than installation of a good blower and proper diffuser equipment.

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Photo Electric Robot Relay And Light Source On Market

A new, completely assembled photo electric and capacity relay experimental set at a very low price is announced by the Rehtron Corporation, Chicago.

The set is a simplified, multi-purpose apparatus consisting of a photo electric Robot Relay; a long range Light Source with an invisible beam infra-red filter; and a Signal-Switchboard equipped for both audible and visible signal demonstrations.

With the set, which comes all assembled and ready to plug into any 115-volt, 50-60 cycle outlet, nearly all commercial applications of photo electric equipment can be demonstrated or duplicated. The Robot Relay and Light Source may also be used for many permanent practical installations. No batteries are required.

The idea behind the introduction of the set according to the manufacturers, is that only a comparatively few technical men are familiar with photo electric applications. Most manufacturers, Rehtron officials point out, regard the photo cell and relay as some sort of magical stunt apparatus having only limited commercial applications. By providing a sensitive, stable, low cost piece of apparatus and making its operation and application understandable to laymen, as well as engineers, it is thought that photo electric principles and applications will be adopted more quickly.

Little Step That Wasn't There

Insufficient lighting of balcony steps may cause patrons to miss their footing, and that makes you an excellent target for a damage suit.



Lobby of the Lakewood Theatre, Dallas. Walls of Flexwood. H. F. Pettigrew, Architect.

Wood Veneer Popular for Theatre Wall Treatments

The use of Flexwood, which is thin genuine veneer mounted on cloth and flexed by means of a patented process, has grown steadily for theatre applications in the past few years.

Thomas W. Lamb, John Eberson, Rapp and Rapp, Don Schillman, Armand Carroll, H. F. Pettigrew, are among the architects who have used Flexwood for treatment of modern theatre interiors.

It has been used for treating the wall surfaces in lobbies, main auditoriums, cosmetic and powder rooms, lounges and executive offices.

Flexwood offers possibilities to the clever designer in that it may be wrapped around columns, bent to a narrow radius on inside curves, and used for large flush areas in unbroken lines without the use of mouldings. The fact that the material is available in more than forty woods selected from logs brought from the four corners of the earth gives the architect or designer additional scope in color and character.

Among the outstanding theatre installations are the Strand, Palace and several Trans-Lux and News Reel Theatres in New York City; Lakewood Theatre, Dallas, Texas; Yeadon, Dante and 69th St. Theatres, Philadelphia; Cataract Theatre, Niagara Falls, N. Y.; Webster Theatre, Hartford, Conn.; Interstate and Copley Theatres, Boston; Will Rogers Theatre, Chicago; and the Municipal Auditorium in Kansas City.

Long Projection Throw

Of exceptionally long construction, with a 130-foot throw to the screen, and only 30 feet wide, the New Van Dyke Theatre has been opened in Detroit by Irving and Sidney Moss. Bennett & Straight, theatrical architects, designed the house.

Remodeling in Niagara Falls

The Hippodrome Theatre, Niagara Falls, having experienced an appreciable increase in business following remodeling, is soon to be equipped with modern air-conditioning equipment, according to reports from Niagara Falls.

SMPE Groups on Design and Projection At Work

Hoping to set up standards in theatre planning and engineering practices, the enlarged and revised group of the Society of Motion Picture Engineers is now functioning, with the studies of theatre planning and the work of the Projection Practice Committee being co-ordinated through a new general Committee on Theatre Engineering headed by Dr. Alfred N. Goldsmith, prominent consulting engineer and former head of the society. With Harry Rubin retaining the chairmanship of the projection committee, and Ben Schlanger that of the committee on theatre design, the other groups are now sub-committees.

In a statement following the initial meeting, Dr. Goldsmith pointed out that the purposes of the new arrangement are to extend the studies and to co-relate them so that such matters as screen lighting, acoustics, projection room layout, auditorium illumination, sound, architectural forms, seating plans, etc., will be considered.

Dr. Goldsmith added that audience satisfaction, ease and economy of operation, and the final theatre balance sheet are affected by the technical aspects of theatre design.

He said activities of the Committee would be conducted mainly through the two sub-committees, with the general committee advising them and coordinating their programs. "Widely representative membership has been selected for both sub-committees, and it is expected that steady progress in the improvement of theatre design will result.

A New Attraction
FOR YOUR THEATRE



Shown above is "The Aristocrat" one of the three new chairs comprising the smart line of Ideal Streamliners, and truly the Aristocrat of theatre chairs.

"The Mercury" is a streamlined edition of the chair that has made history, while "The Ideal Challenger" is an unsurpassed value which challenges all competition.

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Not Just to Compete

You May Owe Your Equipment Money When Income Tax Collector Comes

WITH March 15 and the income tax collector just around the corner, it behooves the wise theatreman to take stock of his equipment and see what it owes him or vice versa. If you have run your business in a business-like manner, your equipment will not owe you anything and you will have properly amortized it over a certain period.

The purchase of a piece of equipment such as a pair of projectors, carpeting, seats, or a sound system are not deductible as an expense from the Federal income tax. Each year, however, the taxpayer, whether a corporation or individual is entitled to take an allowance for depreciation. This can be spread out over a period of five years. The wise theatreman sets aside a sum on his own books as well as his income tax return each year equivalent to one-fifth of the value of his equipment. If at the end of five years it must be replaced, the funds are available without having to make a huge outlay. On the other hand, the depreciation or sinking fund will in the meantime gather interest.

With this in mind, the theatre owner who thinks about replacing equipment can give a second thought to the matter. If new seats are an asset to your theatre and they are needed, why not spend the money and immediately charge off 20 per cent of your investment in the seats. If you made money last year (and we hope you did) and it looks as though you would make it this year, it is better to put that money into your theatre than give to Uncle Sam (or does that sound too unpatriotic?).

Let us assume for the sake of argument that you have a 1,000 seat house which has fairly good chairs but which would be improved by new ones. Now let us further assume that your business is incorporated. Last year you made a profit of $10,000 which was taxable at the rate of approximately 14 per cent (Federal Income tax). This year you will make the same amount of money so in March of 1941 you will have to pay the government $1,400 in taxes. You can buy a good chair for $8.00 each or about $8,000 for the entire house. Next year you can charge off $1,600 and you will thus have to pay a tax on only $8,400 at the rate of 14 per cent, which comes to $1,176. You have thus saved $234 in taxes and you will continue to save this every year for five years. While you are saving this money, you have set aside the sum of $1,600 every year and if you only put this in a savings bank at the end of five years you will have at the rate of 2 per cent, $480 more in interest alone.

With these facts and figures in mind, go over all of your equipment and see whether it can't be renewed. If you have a pair of projectors and you think that they can be overhauled rather than install new ones, remember that you can't amortize the repair charges. All you can do is write them off your income tax as an expense for the current year.

New equipment is an investment. It must be regarded as part of the structure of the theatre. If you own your own house, there is no question about the necessity for keeping it all up to date. If you have a lease providing that all equipment installed belongs to the landlord, you can probably make some arrangement whereby he will pay a part of the cost and charge it off his income tax in the same manner. Incidentally, both you and the landlord may then charge depreciation on your share of the total investment.

GET IT FROM NATIONAL

YOU free your mind from all concern over the choice of theatre equipment when you go "National". From front entrance to exit door, from lobby to projection room, National Theatre Supply Company's quality units make people think of your theatre as the place to spend their money.

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NATIONAL THEATRE SUPPLY COMPANY

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Butterfield's First Theatre, Bijou, Closing for Remodeling

The Bijou Theatre, Battle Creek, Michigan, first of the Butterfield Group of one hundred seven theatres in Michigan, will be entirely reconstructed. The theatre will close Sunday night, March 17th, and reopen early in September.

Although the theatre will be changed drastically, its name will remain in respect to the memory of the late Col. Walter Scott Butterfield, who opened the theatre in 1907.

The new theatre will have a seating capacity of 1,300—850 seats on the lower floor and 450 in the balcony. Decoration of the auditorium will be ribbon mahogany and sepeli and the stage is to be completely equipped for vaudeville and dramatic performances.

Greene on Tour of Branches

Walter E. Green, President of National Theatre Supply Company, left on Sunday, February 25th, for the coast and a three weeks' survey of some of NTS branches. He will visit Los Angeles, San Francisco, Seattle, Minneapolis, Milwaukee and Chicago.

Linton, Indiana, House Completely Remodeled

Theatregoers of Linton, Indiana, take pride in their New Linton Theatre, which reopened a few weeks ago following an extensive program of remodeling and renovating. And rightfully they should, too, for the theatre, operated by the Settos Theatres Company which operates film houses in eight cities in Indiana and Kentucky, is a splendid example of modern architectural treatment.

Interior and outside decorations follow "'the most modern motif," according to F. J. Boerder of the Cinema Art Company of Indianapolis, who was in charge of the decorative work. Installed by the Art-Craft Sign Company of Akron, O., the marquee is designed in orange, red, yellow and blue, and its octagonal shape is said to be unusual in design. The marquee soffit is illuminated with 75 incandescent lamps of various colors.

Fluroescent lighting illuminates the two advertising display frames at either side of the entrance, with the frames situated at an angle.

Terrazzo Tiling In Lobby

Bleached mahogany, with vermillion trim and moldings of stainless steel, gold and chrome, makes up the front of the theatre. Located adjacent to the street in the center of the front, the box office has been constructed to conform decoratively with its surroundings and is completely insulated.

Terrazzo tiling, with a specially constructed safety flooring, has been laid in the lobby. The flooring, it is said, has been designed to eliminate any danger from slips and is accompanied by a polishing process using carborundum. The terrazzo tiles, each with a directional design, are in red, blue and yellow.

The foyer is finished in walnut, with gold molding throughout. In both the lobby and foyer, light is furnished by a "trough of amber colored neon light," situated above.

Same Carpeting Throughout

Leading from the foyer are the ladies' and gentlemen's rest rooms. The former is decorated in gold brocade and brilliant vermillion, and both are finished in powder blue. The ladies' room is furnished in chrome.

From the foyer to the auditorium, the same carpeting is used as in the foyer, lobby and lounges. Seats in the auditorium are of the heavily upholstered "modern streamlined" type. The sidewalls are done in powder blue, while the ceiling is finished in peach. On each side are three wall panels, done in acoustic materials, with scenes depicting action occurring during the production of a motion picture. Each panel contains a different bas-relief tableau, but all of them have coral backgrounds and are indirectly lighted from above.

The ceiling lights of the auditorium are of the modern "louvre" type. There are four of these "down type" lights, furnishing white illumination. The ventilating and heating units, also of the "louvre" non-directional type, are next to the light units in the ceiling. A diffused kind of air-conditioning and heating is provided by these vents.

W. R. McCormack, formerly associated with theatres in Lafayette, Marion and Frankfort, and before that a field exploitation representative for United Artists, is manager of the New Grand. Erwin G. Frederick of Chicago was architect for the remodeled house, and John T. Fritz of Linton acted as architect in charge of construction.

Check-up on Sound—Fine Recording Needs Fine Reproducing

SOUND TRACKS today are so amazingly good that theatres not equipped to reproduce their full beauty operate at a serious handicap. The best remedy is the obvious one of installing a whole new sound system, but the showman whose budget makes that impossible is still not condemned to struggle forever with hopelessly inadequate sound. He may not be able to patch his equipment to get the best sound possible, but in almost every situation he can dramatically improve it.

Most imperfect reproduction is a matter of a "bottle-neck"—of some one piece or few pieces of apparatus unable to transmit the same quality of which the rest of the system is capable. Striking improvement will naturally result from re-vamping the bottle-neck alone.

The first practical problem is to ascertain where the bottle-neck may be, remembering, however, that it may be one of volume rather than of quality. There are three general ways of obtaining this information. The simplest is through manufacturers' data, the next through actual measurements, and the most troublesome through trial and error.

There are in general five places in the system where quality of sound may be limited by apparatus imperfections. These are: the sound-head optical system, the sound-head mechanical system, the amplifier, the loud-speaker units and the loud-speaker baffles. At any of these locations some fraction of the tonal range recorded on the track may be stopped, and prevented from getting further.

Assuming that each has been inspected, and found to be in good condition, the simplest procedure is to inspect manufacturers' data. Suppose this shows the sound head to have a frequency range from 40 to 7,000 cycles, the optical system from 40 to 8,000 cycles, the amplifier from 50 to 10,000 cycles and the speakers from 70 to 5,000 cycles, counting in their baffles. Obviously the speakers are the bottle-neck here, so far as high frequency sound is concerned. The next step may be to investigate them separately, finding perhaps that the units can do better if they are fitted with different baffles. It may turn out that mere change of trumpets will jump the top h.f. response from 5,000 to 7,000 cycles, a distinct improvement.

Amplifiers May be OK

If a change in speakers or their baffles makes 7,000-cycle reproduction possible, it will be noted that only the sound-head mechanical design is then holding sound down to 7,000. The next step, perhaps at some future date, will be re-vamping or replacing of the heads. That having been accomplished, the sound range becomes 50 to 8,000 cycles, and would be 40 to 10,000 if it were not for the amplifier. However, it will be perhaps unnecessary to change the amplifier.

Further inspection of data may show that the amplifier actually does go down to 40 cycles, but with some loss, perhaps with a loss of 10 db. If this is so, it may be possible, while making changes in the speakers or their baffles, to obtain speaker equipment that is peaked 10 db at 40 cycles. Such a peak in the speakers, properly chosen to be exactly the opposite of the l.f. drop in the amplifier, will provide full compensation, and the system will be "flat" from 40 to 8,000, which is pretty good sound quality.

A great part of the dramatic effectiveness of the new sound tracks lies in their increased range in volume, which the theatre system must be able to reproduce. There are two

MODERN SOUND TRACKS SO AMAZINGLY GOOD, THEIR FULL BEAUTY MUST OPERATE

limits to volume, not one. The theatre equipment must be able to operate loudly enough without distortion, and also be able to play very softly without apparatus noise.

Upper limits for volume are likely to be set by (in the order named) the speaker units, the amplifier and the speaker unit power supply system. Lower limits for volume are likely to be found in the sound head mechanical arrangements, the amplifier and the speaker unit power supply system. Volume limits cannot be compensated, like quality limits. If the amplifier won't handle more power, it won't; putting in speakers that can handle more is no help. If the sound head is too noisy for whispers, and if the speaker power supply has too much hum for whispers, fixing the sound head noises won't take any of the hum out of the power supply. In the matter of volume, each bottle-neck must be treated individually.

Manufacturers will usually cite the volume limits (especially upper limits) of amplifiers and speakers.

Where the information cannot be obtained, simple measurements in the projection room will give most of it, except with reference to the loud speakers. The prinicpal equipment needed for measurement is a volume indicator and a multiple-frequency sound reel. It is quite common, not expensive, and a good investment. Theatres receiving regular sound service can arrange to have the tests made. Where the theatre is not buying service, it may be possible to arrange for a special servicing visit, the cost of which is still very little if it avoids the necessity for buying a whole new sound system.

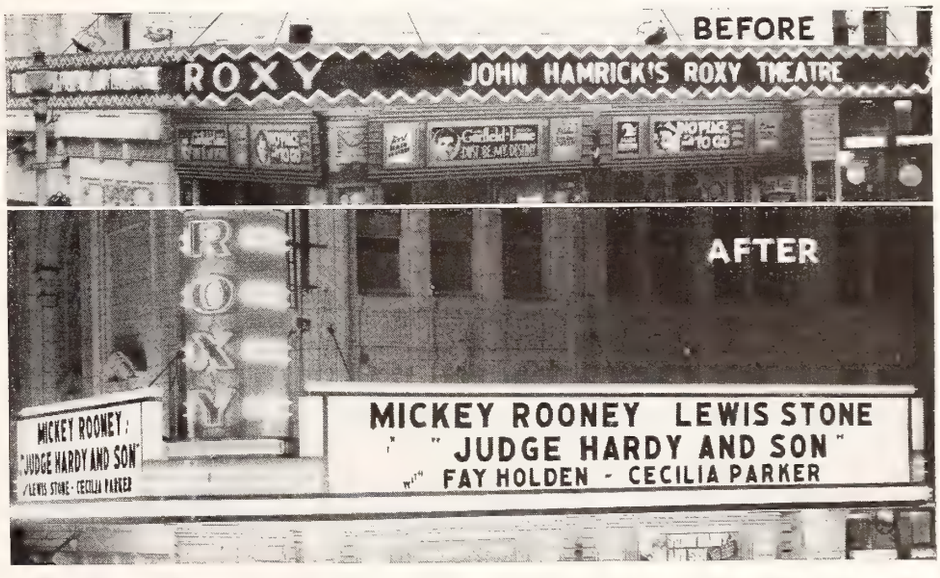
With an indicating meter capable of measuring the output of the sound head, either directly or through a test amplifier of known characteristics, every response curve of the system, except the speakers, can be measured.

If those curves show that sound quality should be better than it appears to the ear, the speakers and their baffles can be suspected, and it may be possible to proceed from that point by arranging to buy new speakers, or new baffles, only on the condition that they definitely improve the sound.

It is not always necessary to replace an apparatus component to secure better sound. Amplifiers particularly, and sound heads to a lesser extent, can be modified. In the case of an amplifier, replacing coupling transformers, or the output transformer, may produce a decided improvement. Or instead of replacing coupling transformers, the amplifier may be rewired so as to eliminate their use, substituting resistance coupling and phase-inversion circuits. Sound head quality is improved by any measures which reduce vibration or otherwise increase the smoothness of film motion.

The value of theatre patching lies in the fact that if carefully planned it can give very noticeable improvement at comparatively low cost, providing a distinct boon to those showmen who are troubled with poor sound and find the purchase of a wholly new system financially impracticable.

A Wagner Letter Installation "MADE" the "Main Corner" of Tacoma



This Roxy "main corner" location was changed from "gloom" to attractive "cheerfulness" by a Wagner Multiple-Size Letter installation. The pictures tell the story.

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RKO theatres are among those which have been undergoing extensive overhauling. Above is a view of the remodeled lobby, looking from street, of the RKO 81st Street Theatre, New York City. The treatment follows the style found so successful in the renovation of the famous Palace Theatre on Broadway, and repeated by RKO's construction department in the State Theatre, New Brunswick, N. J. Below, the lobby from auditorium entrance, featuring glass door and indirect light.



New Microphone Adapts Itself To Reverbrations

A new all-purpose cardioid microphone, which at the turn of a switch adapts itself to the reverberation pattern of any studio and thus gives sound engineers wide control over the effects of acoustic conditions on the quality or naturalness of reproduced speech and music, has been announced by the Western Electric Company.

According to the manufacturer, the new device is, in effect, six distinct microphones in one compact unit. At the flip of a small switch, contained within the instrument, the new mike adapts itself to the individual acoustic pattern of any studio or remote location. Sound engineers thus have wide control over the effects of acoustic conditions on the character of reproduced speech and music.

In studios where the acoustic conditions, for example, build up bass tones, the new "multimike" will reduce the boominess associated with this type of reverberation which is often observed during musical numbers. Audience noise may also be diminished. The multimike cuts down the hollow ringing sound associated in the minds of listeners with large halls. Where amplification is employed for voice re-inforcement in theatres, it enables players to stand farther away from the microphone and yet achieve greater solo emphasis and volume.

In the hyper-cardioid positions, the instrument's sensitivity has *two* areas of deadness, instead of one. These areas extend radially from the rear of the multimike. A rotary selector switch sweeps them forward, in three steps like the hands of a clock advancing in opposite directions from 6 toward 12; in other words, one hand going clockwise and the other counter-clockwise.

Maryland Censors Will Inspect All Theatres

Inspectors for the State Board of Motion Picture Censors at Baltimore, Md., will shortly undertake the inspection of every film theatre in Maryland, outside of Baltimore, for the purpose of determining fire hazards. The Board will act in cooperation with the State Insurance Commissioner in the work, and the inspectors will make the examinations and reports in connection with their other duties.

Among the questions on the report blank, prepared for the use of the inspectors, are the following:

Is a "No Admittance" sign posted at entrance of projection booth? Do ushers or other unauthorized persons frequent booth? Is operator experienced and careful in his duties? Is relief operater competent? Are "No Smoking" signs posted in booth? Was anyone smoking in booth? Are walls free from posters, pictures, placards, etc.? Is booth clean and orderly? Does booth contain clothing, magazines, newspapers, furniture? Is fire door on entrance in good working order and is it held open or fastened open except by fusible link? Are shutters on peep and focus holes in good working order and are they held open except by fusible links? Is film in booth kept in an all-metal cabinet?

Is there a can with a self-closing lid for scrap film? Was any film found outside of booth; how much; where? Does amount of film cement in booth exceed three ounces? Is there a sand pail for hot carbons? Is there any temporary or defective wiring in booth? Are there any portable emergency heaters in booth? Is there a carbon tetrachloride extinguisher in booth? Are aisles and stairways to fire exits clear? Are exit doors unlocked and in working order when theater is occupied? Are exit lights properly maintained? Are "No Smoking" signs posted in auditorium? Is smoking permitted by audience or others? Are suitable ash trays provided in rest rooms? Is heating plant enclosure free of rubbish, ashes and odd storage?

Are ashes deposited in metal containers? Is oil burning equipment defective, improperly maintained or leaking? Are metal containers provided by paper towels in rest rooms? Are janitors' supplies and utensils kept in an approved manner? Are janitors' used cleaning rags properly disposed of? Are stage dressing rooms clean and orderly? Are extinguishers in theater conspicuously located and are soda and acid extinguishers recharged annually and dated?

Any unusual conditions in or about the theatres which inspectors believe might constitute fire hazards will be reported. They will also report any previous fires that have occurred.

Hohauser Commissioned to Modernize Mt. Morris House

William I. Hohauser, architect, has been commissioned by Samuel Freedman, to make the plans and specifications and to fully supervise the alterations and decorations to the Mt. Morris Theatre at 5th Ave. and 116th St., now known as the Hispano Theatre.

Extensive alterations will be made in the entire premises, consisting of the complete remodeling of the front, replacement of the main entrance on the corner, a new marquee, stainless steel entrance doors and box office, main entrance lobby with stainless steel and formica doors, a new promenade, new men's and ladies' lounge rooms and toilets, new seating, new draperies and decorations and streamlining of the entire auditorium will be created. New lighting effects and air-conditioning will be installed. The seating capacity will be increased, and the arrangement of the seats will be brought up to date by wider spacing.

Booth, Heart of the Theatre, Must Be At Right Distance from Screen

THE heart of the theatre is the projection room and its size and location is of paramount importance. In the past too little attention was given to this part of the theatre and projectors and associated equipment, in many instances, was housed in small enclosure, on an unsteady floor, located too high above the screen, and not properly ventilated. We are happy to see, during our treks here and there, more thought has been given to projection room construction.

Let us outline the important features of an up-to-date projection room. Of course, it should be fire-proof of steel and masonry, solid so that there will be no vibration. The height should be no less than 8 feet and the minimum depth not less than 12 feet. Now the length of the room is, of course, largely governed by the number of projectors, amplifier, rewind bench and other associated equipment. There should be ample room so that the projectionist can work on either side of his projectors, with ample space in back of them for rewind, etc. The vertical projection angle should not exceed 18 degrees. We recommend that the optical axes of the projectors to be not more than about 5 feet apart.

Floor Must Be Strong and Solid

The floor of the projection room plays a very important part in steady projection. It must be solid and strong enough to bear its load. If concrete is used, it should be 5 inches thick, covered with fire-proof material. If it is not covered or surfaced, dust will be the result which will get into the projectors and cause trouble and wear on moving parts. All electrical conduits should be installed before top finish is completed so that the conduits to the lamps, projectors, rewinds and lighting are concealed. The core of the wall should be no less than 4 inches thick. The walls and ceiling should be of smooth finish and painted with flat color, usually green. All lights should be shaded, to prevent escape through portholes.

In most all constructions a door should be provided at both ends, size about 6½ feet high by 2 to 3 feet wide. They must be of fire-proof construction as provided by regulations in each State, and close automatically, swinging outward. The door jams should be constructed of steel and firmly fastened.

If projection room is constructed against the exterior wall of theatre, it is a good idea to install a window, having a steel frame with shatter-proof glass.

Each projector should have two ports, one lens and one observation port, both with good, clear glass mounted into frames so that they can be removed daily for cleaning. Dirty glass in lens ports will cause poor focus and loss of light. It only takes a few minutes each day to clean them. Of course, the observation port should be located above and to the right of the lens port, and it should be of ample size so that the projectionist can get an unobstructed view of the picture from back of projection room, if rewinder is located in back of projectors, and it should be of sufficient height so that when making a changeover the picture can be seen easily. I recommend about 16″ by 16″, or a little larger. The lens port holes should be about 12″ by 12″.

It is best to install the motor-generator set, if one is used, in a room adjoining the projection room. The room should be well ventilated. The control panel and meters should be mounted in the projection room. Every projection room should be equipped with a lavatory with running water and strict sanitary facilities, whether in small or deluxe houses.

Good ventilation is of paramount importance. Each lamphouse should be connected to a common duct in which there should be installed an exhaust fan having capacity of about 50 cubic-feet per minute. It should be controlled by a separate switch. Ducts should be placed at bottom of projection room wall.

In this department we have stressed the importance of buying GOOD, WELL-KNOWN projectors, soundheads, amplifier, generator, rewinds, lenses and other associated equipment. It doesn't pay to purchase some "off-brand" bargains and expect 100% results. It pays to buy NEW equipment, but if that is not possible there are cases where new equipment cannot be afforded and in that case buy rebuilt equipment backed by a guarantee of a reliable manufacturer and dealer. New equipment, of course, can be purchased on easy terms and will give long service. Good sound is paramount and can only be secured with good soundheads, speakers and amplifiers; and good projection with standard projectors and arc lamps, lenses and generator sets or rectifiers. But, fellows, BUY STANDARD EQUIPMENT so that you can be assured of securing parts and general replacements for it.

The other day, during one of our inspection tours, we pointed out some parts that would soon give trouble and the exhibitor had us replace them. He has done this, like many other wise showmen, and has not had but one breakdown in five years. A reliable engineer and servicing company will be fair and square with you and will replace only parts that sooner or later, would cause trouble. That is why we strongly recommend a general checkup by service engineers. IT DOES PAY.

Wesley Trout

When Mats, Like Shrubs, Grow Too Big, Prune 'Em

Well made rubber mats can be things of beauty as well as long life and great utility in the theatre. Some of the particularly attractive theatre installations are those which have recesses in the floor into which the mats fit perfectly, in length, breadth as well as depth—so that the rubber insets are just flush with the cement or terrazzo which borders them.

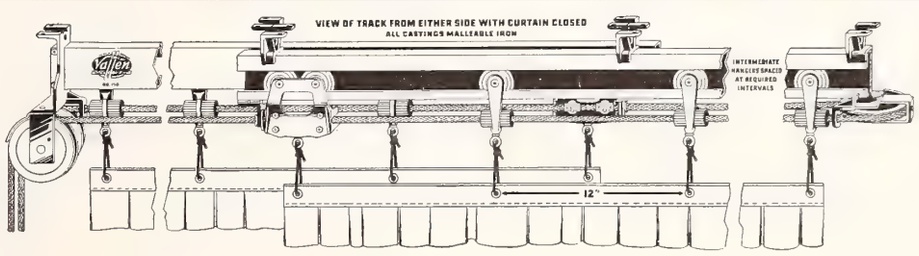
However, rubber mats can turn very sour both as to appearance and utility and wear if they bulge. Often mats that fitted perfectly when first laid, get the bulges. Then they not only give the theatre that unkempt look but also function as obstacles over which patrons scuff and stumble, much to the patrons' own decided displeasure. The bulges come because, believe it or not, the mats will "grow"—yes, grow like a tree or a plant that gets plenty of sunshine and nourishment. Only one thing to do to correct a case of bulges. Take a sharp knife and cut off the edge just the right amount to allow the mat to lay perfectly flat in its recess.

S. O. S. Cinema Supply Buys Superior Projector Rights

The Coxsackie Manufacturing Corp. has sold all its rights, title, and interest in the Superior Projector, including patents, to S. O. S. Cinema Supply Corp., of N. Y., it has been announced. S. O. S. will move the production equipment such as dies, tools, jigs, fixtures and patterns from Coxsackie, N. Y., to New York City, where production will be continued.

The Superior Projector has been on the market since 1922, pioneering the floating shaft drive, "hunt" type helical gears, ball-bearing, ventilating type rear shutter, demountable unit construction, and was one of the first totally enclosed projector mechanism in general use.

Acquisition of Superior marks the third such move in recent months, S. O. S. having recently absorbed Consolidated Theatre Supply Corp., and International Theatre Accessories Corp.



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The Bulletin Board

Theatre Construction

Construction of a new theatre in Sharon, Pa., will be started in the near future, it has been learned. Plans have been prepared by E. E. Clepper, Sharon architect. Louis Shafran is acting as financial agent for the enterprise.

The Comte Construction Co. has obtained a permit to construct a new theatre in Toledo to cost approximately $65,000.

The zoning board consenting, William A. Pinault will erect a 700-seat motion picture theatre in Pawtucket, R. I., to cost between $60,000 and $70,000 for the showing of second run features.

Work is now under way on Tucson's first drive-in theatre. A group of Arizona business men are erecting the structure which will cover an area of 80 acres.

Roy Martin of Columbus, Ga., has completed plans for the erection of another theatre in the nearby town of Milledgeville, Ga. The house will have a seating capacity of 750, and construction is expected to start in the Spring.

A contract for the construction of a motion picture theatre in Cincinnati has been awarded to Frank Messer and Son, Inc., contractors. The building, which will seat 650, is expected to be completed in about five months.

Plans for the construction of a new 600-seat super-modern theatre in downtown Binghamton, have been announced by Frederick Nansen, designer and contractor. Construction will begin as soon as a frame dwelling now occupying the site is demolished. The building will be of steel and concrete construction and will be finished with glass and tile work. Nansen's wife will operate the house. It will be air-conditioned throughout, and will be of fireproof construction with the most modern building materials utilized. Sumner H. Gardner is the architect.

O. W. McCutcheon of Blytheville, Ark., has announced the construction of a new theatre in Charleston, Mo., to cost $65,000. The theatre will seat between 900 and 1,000 persons and will be air conditioned throughout. The latest projection and sound equipment will be installed.

O. Meyers and his son, Colus C. Meyers, have announced plans for the construction of a 600-seat theatre in Biloxi, Miss. Building and equipment will call for an expenditure of $11,000. Jack Fayard, Biloxi architect, is drawing the plans for the house.

A new $15,000 theatre will be in operation in Merced, Cal., by May 1. Mrs. Bauline Zirker is the owner of the building which will be known as the Rio and will seat 500 persons.

Plans for a new $100,0000 theatre to be located in El Sereno, Calif., have been announced by James Edwards Theatres, Inc. Construction will begin soon from plans by S. Charles Lee, architect. The new building will be of the most modern design and will contain 1,000 comfortable, cushioned seats.

Plans for an 800-seat theatre in Rockford, Ill., were revealed recently when the zoning board of the city approved a request to change the classification of the district. The building will cost $75,000 and will seat 750 persons.

M&P Theatres Corporation, operators of a large chain in New England, have announced the completion of plans for a new theatre at Cleveland Circle, Brighton, Mass.

Work is to begin immediately on a new theatre in Spencer, Mass., giving that city three movie houses, all operated by the Pioneer Theatre Corp. The new theatre, to seat 400, will be ready in June.

The Comerford Circuit has announced the erection of a modern theatre on the site of the old Columbia Theatre in Bloomsburg, Pa. The new house will be operated in addition to the Capitol. Bids have been asked for the razing of the Columbia, and new construction will start 30 days after the site is cleared.

W. W. Watkins, proprietor of the Hotel Lewisburger, Lewisburg, Pa., has taken a site in that town for the erection of an 800-seat theatre. The Roxy, now operated by Kenneth Eberhardt, is Lewisburg's only theatre at present.

Contract for the construction of the long projected new Schine Theatre in Oswego, New York, has been awarded, according to an announcement by the circuit. The theatre, to cost $250,000, will seat 1,800 and have full stage equipment.

Plans for the construction of a $75,000 theatre in Newman, Calif., have been announced by Charles Gray and James Stephenson, owners and operators of the Newman and Gustine Theatres in the same city. The building, which has been planned for some time, will be of the stadium type seating 650 people on the main floor, and will be known as the West Side Theatre. It is expected to open in May.

A new motion picture theatre and store development to cost $100,000 will be started this Spring in Birmingham, Mich., according to an announcement made by Elbridge G. Newhall, Jr., president of the Bloomfield Theatre Corp. The theatre to be known as the Bloomfield Theatre will seat 1,350 persons on the main floor and 120 on the mezzanine. It will be of English design. Opening is scheduled for September.

Construction of a new theatre building in Beckley, W. Va., is expected to be started the latter part of March and be ready for occupancy October 1, D. C. Meadows, Jr., general manager of the Lyric Theatre Company, has announced. The new building to be erected on a lot 40 by 130 feet will have a seating capacity of 850.

Carl Presley, owner of the Dixie Theatre, Huntsville, Ark., which burned recently, has started rebuilding. He said that the modern fireproof theatre will cost from $5,000 to $6,000. It will be completed in the early Spring.

The application of Bernard Woolner to build a $15,000 drive-in theatre in Memphis has been passed.

Union, W. Va., is to have a new, modern, fireproof theatre. Gratton Gillespie, owner of the frame theatre building destroyed by fire on the night of January 1, says he has submitted plans for a modern cinderblock theatre with a seating capacity of 400 persons.

Samuel H. Stiefel, operator of the Roxy Theatre, Roxborough, Pa., has announced plans for the erection of a new streamlined theatre. Plans have been drawn by David Supowitz.

Construction of a $50,000 motion picture theatre in Burbank, Calif., is about to be started. Al Minor, Burbank and Fillmore theatre owner, said that the house would seat 850 persons, would have a screen 18 by 22 feet and facilities for vaudeville and stage shows.

Arley W. Southworth of Sturdivant Ave., Columbus, Ohio, announces that he will build a commercial building, including a theatre and storerooms on that street.

Work has been started on the new Colonial Theatre in Oak Bark, Sacramento, Calif., according to an announcement by Charles Holtz, former manager of the Sierra. The house, to seat 900 persons, represents an investment of approximately $100,000, Holtz said. Opening is scheduled for June 1.

Plans for a new 1,000-seat theatre to be built in East San Jose, Calif., are expected to be announced in the early Spring, according to a sign on a lot in that section. The San Jose Amusement Company, which operates the Victory, Liberty and Jose Theatres, is the owner. The company is headed by James Lima and Lawrence Borg. Patrons entering the theatre will be in the center with the rear slanting upward behind them.

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Renovations—Openings

Del Rio Theatres, Inc., have obtained a permit for remodeling a building in Riverside, Calif., for use as a motion picture theatre. About $4,100 will be spent in renovations including the installation of 358 seats on an inclined floor.

About $50,000 will be spent in renovations on the Odeon Theatre in Bartlesville, Okla., by the Griffith Circuit. The work will require three months. Seating capacity of the house will be 1,200, according to the plans drawn by Corgan and Moore, architects.

The Majestic Theatre in Madill, Okla., will also be remodeled by Corgan and Moore, architects. Owned by Harry Lawrence, the house will seat 400 persons, all on one floor. Work will start in April and will take about six weeks to complete.

A permit has been issued for the remodeling of the Huntington Theatre, Huntington, Ind., at an estimated expenditure of $75,000. Hail Lancaster, theatre manager and representatives of Henkel, Inc., supervising engineers, received bids for wrecking the interior of the building.

The contract for the extensive remodeling of the St. Marys and Regent Theatres in St. Marys, O., which were recently leased by the Shakeres Theatres of Springfield, has been awarded to the C. W. Fry Construction Co. of Greenville. Work on the remodeling, which will cost approximately $45,000, has already started.

Fire Losses

Fire of undetermined origin gutted the Rivoli Theatre in Evensburg, Penna., entailing a damage of $55,000. The blaze broke out at 4:45 in the morning.

The Melba Theatre at Ash Grove, Mo., was recently destroyed by fire. The blaze was believed to have started in the projection booth.

All of the Gortatowsky Theatres in Albany, Ga., were damaged by the tornado which struck last month in that city. The Albany theatre was damaged to the greatest extent, the loss being about $30,000 there.

Fire of undetermined origin destroyed the Cozy Theatre at Stroud, Okla., last month. No estimate of damage was given.

The Lincoln Theatre building in Schewaing, Mich., was wrecked by fire recently, the damage being estimated at more than $40,000.

Fire caused damage estimated at $17,000 at the Paramount Theatre, Clarendon, Ark., recently.

Damage estimated at approximately $5,000 was caused to the building occupied by the Key Theatre, Galveston, Texas, recently. C. L. Darragh of Houston is the owner of the building.

The Bluebird Theatre in East Peoria, Ill., was among the buildings recently destroyed in a disastrous fire.

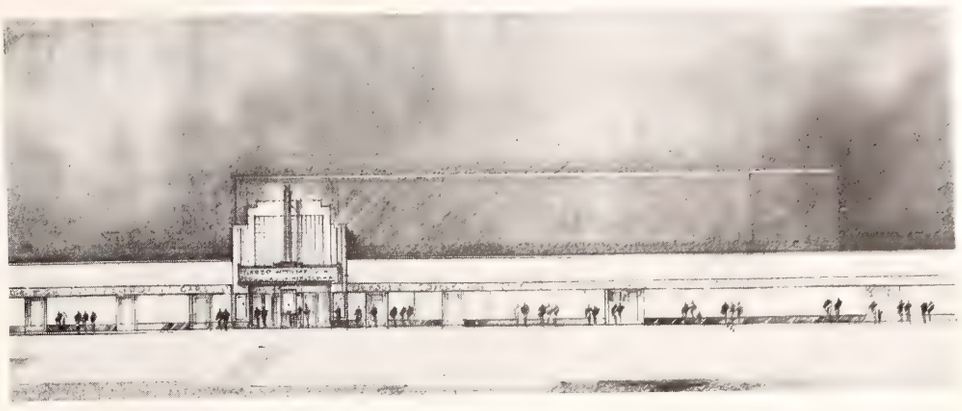
The building occupied by the Strand Theatre at Uniontown, Ala., was destroyed recently. About 200 persons were in the house when the fire broke out. The Neely chain which operated the theatre claimed a loss of $10,000.

The Star Theatre in Dover-Foxcroft, Maine, owned by Graphic Theatres, Inc., of Boston, was recently destroyed in a disastrous blaze. The damage was estimated at $25,000 to the theatre alone.

Although 100 persons escaped without injury, the Empress Theatre building at Kearney, Neb., was destroyed by fire recently, causing damage estimated at $22,500. The blaze started in the basement from an over-heated furnace. George Munroe of Lincoln is the owner.

The Piety Theatre in New Orleans was destroyed by fire recently causing a damage of $42,000. The blaze broke out at 2 A.M., when the house was unoccupied. United Theatre, Inc., owned the building.

The Pace Theatre, Gordon, Neb., was completely destroyed by a fire, probably caused by defective wiring. The house was owned by the Black Hills Amusement Co. The building cost $40,000, exclusive of the equipment.



Bridgeport, Conn., is to have a new theatre which is to be the main feature of a building providing space for several stores. The project has been designed by Thomas Lamb, of New York, Associate Architect with Harrison G. Wiseman, Architect, also of New York. It will be operated by Louis Anger, Connecticut theatreman. Seating capacity is 1,000.

Opening of New Metro Theatre In Cairo Is Brilliant Event

The brilliant opening of the Metro Theatre in Cairo, Egypt, on February 2nd with "Out West With the Hardys" included important government officials, diplomats and civic and military leaders, according to word received here.

Ludvig Lawrence, Managing Director of Metro-Goldwyn-Mayer in Continental Europe, cabled: "Opening unimaginably efficient everything clicked stop ushering projection sound programs films and welcome to stars terrific stop population dazed by beauty comfort amenities services stop projection and sound best I ever witnessed stop success assured for policy and prices certain of popularity all classes patronage stop Rooney going great."

New Theatre for Cleves

A new 500-seat theatre is being built in Cleves, Ohio, by Robert and Walter Herrell, owners of the Avalon Theatre in the same city. The new house, to cost $40,000, will be constructed in the deluxe manner and will include air-conditioning as well as a soundproof "bawl room." The F & Y Theatre Division, Columbus, is contractor for the job.

Theatres Showing GWTW Will Find "Better Projection Pays"

Projectionists who operate the machines in theatres where "Gone With the Wind" plays have to keep their mind on their job. They also have to have good projection equipment. MGM is delivering only prints that have been specially inspected and found in perfect condition. If a theatre runs GWTW for one week and the print is damaged to the extent that it cannot be put back into perfect condition that will cost the theatre $1,600.00. Patches that have to be made to return the print to the condition of perfection demanded will be made at the rate of $8.00 per hundred feet.

This regulation to insure the screen results for every showing of GWTW may be the means of improving projection, though MGM is only interested in getting the film before audiences in the full flower of its colorful spectacle. Projection equipment that has been neglected and causes damage to prints had better be put into shape or the theatre neglecting to do so will have a bigger bill for film than he would get from a service organization.

York Appointments

Announcement has been made by Stewart E. Lauer, president of the York Ice Machinery Corp., York, Pa., of the appointments of John R. Hertzler as general sales manager and Ralph B. Meisenhelder as assistant to the president.

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STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described below. Information on items of equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. Readers who desire special information on any subject may address such requests to the bureau, where they will receive prompt attention. In requesting literature or other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address must appear on blanks or letters.

CARPET LINING: When you think of new carpet, or re-laying older ones, think of the advantages in added wear, to say nothing of that much more luxurious effect of a resilient tread, a good carpet underlay, or lining, can give you. Much improvement has been made in materials for this purpose, and well in the forefront of manufacturers of the product is the Clinton Carpet Company, whose Ozite is so famous. We have a booklet you will find very informative on the subject of carpet lining, and will include with it to those requesting a copy, a sample of the new circle-tread Ozite—much worth looking over and testing for strength and "spring."

RUBBER NOSING: Those twin enemies, expense and danger, have many favorite points of attack in the theatre, but nowhere more pronouncedly than at stair nosings of carpeted steps. The excessive wear precedes the danger caused by worn and torn carpet at the nosing, so it's little wonder that manufacturers have worked unceasingly to develop a remedy. One of the most effective is the rubber nosing which comes in a wide variety of colors (you can use a contrasting light color to make the stairs more visible) and is fixed to a lining material which makes for proper installation and a tight joint between carpet and the molded rubber. A booklet prepared by Greater New York Carpet House tells about this product and we know you will find it valuable.

DIRECTIONAL SIGNS: A new type of directional sign, very modern in design and effect, has an added advantage in that that look of luxury is accomplished inexpensively via a silhouette lettered sign that will direct patrons to the rest rooms, indicate the manager's office, etc. The various types of illuminated or unlighted signs are illustrated in a folder of the Peerless Products Co.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

"ON THE SPOT," is a "must" for all showmen, since it is a booklet, issued by the L. C. Chase Co., telling about a material and the methods for taking spots off upholstery and drapes. Soiled fabrics are an eye-sore which give an effect that has no place in the theatre—a depressing note in an atmosphere to which people turn for enjoyment. Get this booklet by all means. You'll learn how easy it is to brighten up all fabrics in the theatre.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

UNIFORMS: Drill your staff all you like, pick the best looking boys or girls to do the ushering job in your theatre, and if they are not dressed in smartly designed and appropriate uniforms all your fine efforts are just so much waste of time. The uniform question is a live one at all times for showmen, and every showman's file should contain the latest literature concerning uniforms. We have just what you need in a booklet published by Russell Uniform Co., a foremost designer and manufacturer. It illustrates the types of uniforms for the different types of theatre.

PROJECTION LENSES: The very eye of the whole projection system is the lens, and yet there appears to be too little attention given the all-important "objective" which is so important. We suggest that you start now to look into what the market affords in the best lens equipment, which you can do very simply by sending for a folder we have for you concerning the Ilex Optical Company lenses which have been chosen for projection equipment in some of America's finest theatres.

AIR CONDITIONING: Westinghouse Electric and Manufacturing Co., gives a very practical slant to considerations of air conditioning in a booklet entitled "How to Buy Air Conditioning," copies of which we are enabled to send to interested theatremen. The most important factors concerning this subject are covered in the booklet and we recommend it to you.

SIGN FLASHERS: A lot of information about an electrical device that most certainly is one of the prime tools of showmanship is contained in a book published by Betts & Betts. You can get ideas as to the equipment which will permit you to introduce effects of animation with your display lighting in this not-too-technical and interesting piece of literature.

MOTOR GENERATORS: Whether or no you are contemplating installation of new projection equipment, you can with profit peruse a series of booklets we can offer you with the cooperation of the Hertner Electric Co. This company has specialized in projection generator equipment for many years, has a wealth of experience and accomplishment to its credit, and so you can be sure the information offered is accurate and dependable. It is information every theatreman, owner, manager or projectionist, can use to advantage.

MARQUEE SIGNS: Smarten up business as well the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in materials for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

THEATRE SEATS: One of the most notable developments of the past year in the equipment line, is the amount of new products that have been developed for the moderate-sized theatre. Nowadays it's only the size that differentiates the modern house in a neighborhood district and the "cinema palace" in the metropolitan centers. In the forefront of deluxe equipment for the smaller house is the American Seating Company's Bodiform-Avion chair. This is a lower priced model done on the luxurious scale introduced when American brought out the Bodiform model not so long ago to the cheers of architects, owners and moviegoers everywhere. There is a folder you can have for the asking that will give you a very good idea of the Bodiform-Avion.

ICE COOLING SYSTEM: Possibly you have overlooked one of the most efficient methods for cooling. This is by means of the modern type of conditioning done scientifically by ice meltage. The advantages of low cost of installation, low power cost, and simplicity of operation are explained in a booklet published by Knickerbocker Ice Co. It is illustrated with diagrams, makes everything understandable. Let us send you a copy.

PROSCENIUM EQUIPMENT: The simpler it looks, the more precise the mechanism which operates the curtain. The proscenium equipment is a most important element of the show, and theatres have a source of supply for the necessary quality and durability of this part of their showmanship. What you can learn about curtain control equipment in a booklet issued by Vallen, Inc., a company which has developed curtain control to a high degree of excellence, is more than worth while. The booklet is illustrated with diagrams and photographs, contains engineering data as well as description. An important addition to your reference library—be sure to obtain a copy. We'll send one free on request.

SEAMLOC CARPETS: We flatter ourselves that we were among the first to give enthusiastic expression to the apparent possibilities for theatres in this Seamloc carpet. Now the carpet is widely used to excellent effect in many of the most attractive theatres around the country. Still, there are even more theatremen who should become acquainted with the effects possible with Seamloc for carpeting foyers, mezzanines and rear orchestra floors. We have a folder published by the L. C. Chase Co., which will give you many suggestions and perhaps help you generate some ideas of your own that will fit into your situation most happily. Send for one.

LIGHTING FIXTURES: There's many an auditorium or lobby, or rest room, that can be smartened up greatly by the mere installation of the right lighting fixture—for there's a fixture for every purpose of decorative and utility lighting. A booklet published by the Voight Company illustrates a wide range of attractive fixtures capable of putting more eye-appeal in any type of theatre. You will find this a most useful book to have on hand. May we send you one?

REAR SHUTTER ASSEMBLY: Projectors are being improved constantly, though basically the projector is the same machine that has been functioning efficiently for years. To have projection equipment that's up to date the showman must look into all the improved equipment available, and we suggest you start by investigating the rear shutter now to be had for the regular model Simplex projector. Send for a booklet International Projector Corp. has prepared. It's on a par with the excellent explanatory material the company consistently has provided and you may have one for the asking.

COOLING EQUIPMENT: National Theatre Supply Company offers a booklet containing data and illustrations which give you a clearer picture of how modern cooling is accomplished in the theatre. Your present ventilating system may prove adequate to the job of having a comfortably cool auditorium during the warm months by the addition of cooling equipment. We'll send one to you if you are interested.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

3/2/40

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

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Feature Booking Guide

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STOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
lat Whispers (My-D)	86.	C. Morris-U. Merkel	.....	Reissued
verything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
eart of New York (Mu)	80.	Jolson-Evans-Morgan	.....	Reissued
ell's Angels (D)	100.	Lyon-Harlow-Hall	1/10/40	Reissued
onster Walks (My-D)	60.	Mischa Auer	.....	Reissued
ut of Singapore (D)	76.	Noah Beery-Dorothy Burgess	6/24/39	Reissued
ain (D)	85.	J. Crawford-W. Huston	.....	Reissued
arface (D)	88.	P. Muni-G. Raft-A. Dvorak	.....	Reissued
y Devils (C-D)	88.	Spencer Tracy	.....	Reissued
treet Scene (D)	79.	Sylvia Sidney	.....	Reissued
hree Broadway Girls (C)	83.	Blondell-Evans-Claire	.....	Reissued
ombstone Canyon (W)	67.	Bob Burns	.....	Reissued
onight Or Never (D)	92.	Swanson-Douglas-Karloff	.....	Reissued
umbleweeds (W)	86	William S. Hart	5/1/39	Reissued
-67 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued
engeance of the Deep (D)	70.	Lloyd Hughes (F)	2 15 40	b3 2 40

COLUMBIA

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ehind Prison Gates (D)	63.	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
lind Alley (D)	71.	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
londie Takes a Vacation (C)	68.	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
louds Over Europe (C-D)	79.	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
oast Guard (D)	70.	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
irst Offenders (D)	61.	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
ive Little Peppers and How They Grew (C-D)	60.	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
olden Boy (D)	101.	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
ood Girls Go to Paris (C)	78.	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
onga, The Wild Stallion (D)	63.	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
ady and the Mob (C)	65.	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
aw Comes to Texas (W)	58.	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
one Star Pioneers (W)	56.	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
lan From Sundown (W)	58.	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
lan They Couldn't Hang (D)	65.	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
issing Daughters (D)	59.	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
ly Son Is a Criminal (D)	59.	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
orth of the Yukon (W) (Former title, "Mounted Police")	64.	Chas. Starrett-Linda Winters		3/30/39	a2/4/39
nly Angels Have Wings (D)	122.	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
utside These Walls (D)	61.	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
arents on Trial (D)	78.	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
iders of Black River (W)	59.	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
pollers of the Range (W)	58.	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
rapped in the Sky (D)	60.	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
estern Caravans (W)	58.	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
hispering Enemies (D)	62.	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
oman Is the Judge (D)	62.	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

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mazing Mr. Williams (C-D)	86.	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25 39
eware Spooks (C)	68.	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
lazing Six Shooters (W)	61.	Charles Starrett-Iris Meredith			a1/6/40
londie Brings Up Baby (C)	68.	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
londie On a Budget (C)	73.	Penny Singleton-Arthur Lake	(F)	2 29 40	b3/2/40
ullets for Rustlers (W)	58.	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
afe Hostess (D)	63.	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
onvicted Woman (D)	66.	Hudson-Lane-Lang	(A)	1 31 40	b3/2/40
octor Takes a Wife (D)		Loretta Young-Ray Milland			a2/24/40
ive Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
ugitive at Large (D)	66.	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
idden Power (D)	59.	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
is Girl Friday (C)	92.	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
Married Adventure		Travelogue Feature			In Prod.
one Wolf Strikes (My-D)	66.	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
an Who Would Not Die		Boris Karloff			In Prod.
en Without Souls (D) (Former title, "Escape from the Big House")		John Litel-Rochelle Hudson		3/4/40	a2/17/40
iracle on Main Street (D)	78.	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
r. Smith Goes to Washington (C-D)	130.	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
usic in My Heart (Mu-C)	72.	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
y Son Is Guilty (D)	63.	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
ffenders of the Law (D)		Jack Holt-Marian Marsh			In Prod.
utpost of the Mounties (W)	63.	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
utside 3-Mile Limit (D)	63.	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
assport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
ioneers of the Frontier (W)	58.	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
andal Sheet (D)	65.	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
tranger From Texas (W)	54.	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
aming of the West (W)	55.	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
en Days in Paris (D)	82.	Rex Harrison-Karen Verne	(F)		b10/21/39
exas Stagecoach (W) (Former title, "Texas Express")		Chas. Starrett-Iris Meredith			a1/27/40
hose High Gray Walls (D)	82.	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
oo Many Husbands (C)		Arthur-MacMurray-Douglas		3/21/40	a2/3/40
o-Fisted Rangers (W)	62.	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
-Boat 29 (D) (Reviewed as "Spy in Black")	79.	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

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ndy Hardy Gets Spring Fever (C)	85.	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
ridal Suite (C-D)	67.	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
roadway Serenade (Mu-D)	112.	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
alling Dr. Kildare (D)	85.	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
oodbye, Mr. Chips (D)	114.	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
ardys Ride High (C-D)	80.	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
ce Follies of 1939 (D)	82.	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
t's a Wonderful World (My-C)	86.	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
id From Texas (C-D)	70.	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
ady of the Tropics (D)	92.	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
ucky Night (C-D)	82.	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
aisie (C-D)	72.	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
iracles For Sale (D)	70.	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
n Borrowed Time (D)	99.	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
ygmalion (D)	87.	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
ergeant Madden (D)	80.	Wallace Beery-Laraine Johnson	(F)	3/24/39	b3/25/39
,000 Enemies (D)	60.	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
ociety Lawyer (D)	77.	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
tronger Than Desire (D)	77.	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
arzan Finds a Son! (D)	81.	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
ell No Tales (D)	67.	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
ese Glamor Girls (C-D)	80.	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
ey All Come Out (D)	70.	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
ithin the Law (D)	65.	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
izard of Oz (Tech.) (Mu-C)	101.	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

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Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful		Jean Muir-Robert Cummings			In Prod.
Andy Hardy Meets a Debutante (C)		Mickey Rooney-Lewis Stone			In Prod.
Another Thin Man (My-C)	102.	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97.	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102.	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72.	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81.	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)	100.	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70.	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84.	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Girl (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87.	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson			a2/17/40
Fast and Furious (D)	73.	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson			a1/13/40
Ghost Comes Home (C)	78.	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Gone With the Wind (D)	228.	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67.	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97.	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)	75.	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart			In Prod.
New Moon (D)		Jeanette MacDonald-Nelson Eddy			a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110.	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice (D)		Greer Garson-L. Olivier			a3/2/40
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Strange Cargo (D)	113.	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)		Joan Crawford-Fredric March			In Prod.
Thunder Afloat (D)	91.	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Twenty Mule Team		Wallace Beery-Leo Carillo			In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell			a2/17/40
Waterloo Bridge		Vivien Leigh-Robert Taylor			In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84.	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

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Across the Plains (W)	52.	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61.	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61.	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62.	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83.	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65.	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60.	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51.	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61.	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61.	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61.	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61.	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)	64.	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49.	Jack Randall-Louise Stanley		2/24/40	a2/3/40
Covered Wagon Trails (W)		Jack Randall		4/10/40	In Prod.
Danger Ahead (W)	60.	James Newill-Dorothea Kent		1/10/40	a12/23/39
East Side Kids (D)	62.	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60.	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/7/39
Gang's All Here (C-D)	71.	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")	63.	Warren Hull-Kay Linaker		1/20/40	a12/23/39
Human Monster (D)	73.	Bela Lugosi		3/9/40	In Prod.
Midnight Limited (D)		John King-Marjorie Reynolds			a2/24/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker		3/30/40	In Prod.
Tomboy		Marcia Mae Jones-Jackie Moran		4/5/40	In Prod.
Tornado Raider (D)		Barry Mackay		2/28/40	Not. Rev.
Westbound Stage (W)	52.	Tex Ritter		12/15/39	b3/2/40
Yukon Flight (W)	57.	James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85.	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff			In Prod.
Dr. Cyclops (Tech.)		Albert Dekker-Janice Logan		4/12/40	a9/23/39
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers		Bob Hope-Paulette Goddard			In Prod.
Golden Gloves (D)		Jean Cagney-Robert Ryan			a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Hidden Gold (W)		Wm. Boyd-Russell Hayden		5/7/40	a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		4/12/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		5/26/40	a1/20/40
		(Former title, "Woman from Hell")			
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		5/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)	63	Wm. Boyd-J. Clayton-Haden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		6/12/40	a1/13/40
		(Former title, "Hold Your Horses")			
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		5/21/40	a11/25/39
		(Former title, "A Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		6/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)		Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
Beyond Tomorrow (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
		(Former title, "And So Goodbye")			
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/5/40	b3/2/40
Courageous Dr. Christian (D)		Jean Hersholt-Dorothy Lovett		4/5/40	a2/24/40
Curtain Call		Barbara Reed-John Archer		4/26/40	In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over		Geo. Sanders-Wendy Barrie			In Prod.
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
You Can't Fool Your Wife		Lucille Ball-James Ellison			In Prod.

REPUBLIC

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)		Louise Platt-Donald Woods			a2/17/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			a3/2/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
In Old Missouri		Weaver Bros.-Elviry			In Prod.
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)		3 Mesquiteers			a2/17/40
Rancho Grande (W)		Gene Autry-Smiley Burnette			a2/24/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Young Buffalo Bill (W)		Roy Rogers-George Hayes			In Prod.

20TH CENT.-FOX

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(A)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Cruise		Sidney Toler-Marjorie Weaver			In Prod.
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Dance With the Devil (D)		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis		3/29/40	b2/17/40
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

TH CENT.-FOX

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
...cter Hornleigh on Holiday					
...ly)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	....b2/3/40
...as An Adventuress (D)		Zorina-Richard Greene		4/5/40	....a1/27/40
...an Russell (D)		Alice Faye-Don Ameche			a2/24/40
...e Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	.....b2/3/40
...Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	...b1/20/40
...land (Tech.)		B. Joyce-Payne-Brennan			In Prod.
...Their Own		Jones Family			In Prod.
...Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	..b9/23/39
...k Millions (C)	61	Jones Family	(F)	8/25/39	...b8/12/39
...s Came (D)	103	Loy-Power-Brent	(A)	9/15/39	....b9/9/39
...le of the Rio Grande (D)		Cesar Romero-Mary Hughes			In Prod.
...r's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
...yard Sally (Mu-D)		Gracie Fields		10/20/39	..b7/29/39
...ting High (D)		Withers-Autry-Weaver		4/26/40	..a12/23/39
...ley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	....b8/5/39
... Dust (D)		Linda Darnell-John Payne		4/5/40	....a2/10/40
..., Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	....b9/2/39
...ee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	...b12/23/39
... Came By Night		Will Fyffe			In Prod.
... Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
...0 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	.b10/28/39
... Cisco Kid (D)		Cesar Romero-Chris-Pin Martin		4/12/40	....a2/10/40
...g as You Feel (C)	59	Jones Family	(F)	2/16/40	....b2/3/40

NITED ARTISTS

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
...ain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	....b5/6/39
...on Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	...b10/1/38
...secoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	....b2/11/39
...hering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	.....b4/1/39
...bia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	...b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
...mp At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	...b2/17/40
...ckpots (C)		Stan Laurel-Oliver Hardy			a12/23/39
		(Former title, "Two's Company")			
...nally Yours (C)	91	Teresa Young-David Niven	(F)	10/12/39	..b10/7/39
...r Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	....b4/29/39
...at Dictator		Charles Chaplin-P. Goddard			In Prod.
...se Across the Bay (D)	85	Joan Bennett-George Raft	(A)	3/1/40	....b3/2/40
...sekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	..b9/16/39
...rmezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	...b9/30/39
... Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	..b12/16/39
... in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	....b7/1/39
... Son, My Son! (D)		Brian Aherne-Madeleine Carroll		3/22/40	...a1/13/40
...Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	..b12/30/39
...0,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	.....a1/2/40
... Town (D)		Fay Bainter-Frank Craven			a3/2/40
...r the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	...b11/11/39
...fles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
...l Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	...b9/16/39
...ecca (D)		Olivier-Anderson-Fontaine			a10/14/39
...ghtly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	..b1/13/40
...th of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
...ef of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
...y Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	...b7/15/39
...nabout		Carole Landis-Hubbard-Menjou			In Prod.
...sterner (D)		Gary Cooper-Walter Brennan			a12/30/39
...ter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	...b7/22/39

NIVERSAL

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
... Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	...b4/29/39
...le of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	...b1/28/39
...t Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	....b4/8/39
...Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	...b5/20/39
...mily Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	...b4/15/39
...st Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	...b11/4/39
...gotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	.....b7/8/39
... Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	.. a4/22/39
...use of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	...b6/17/39
...ide Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	.. b6/17/39
...Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	..b7/22/39
...stery of the White Room					
... (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	....b4/1/39
...sky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	....b3/18/39
...irit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	....b3/4/39
... Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	....b6/3/39
...ey Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	...b7/8/39
...ee Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	...b3/25/39
...expected Father (C-D)	73	Sandy M.-Auer-Shirley Ross	(F)	7/14/39	...b7/22/39
...en Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	...b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
...ias the Deacon (C)		Bob Burns			a2/17/40
...g Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	...b12/2/39
...ack Friday (D)		Boris Karloff-Bela Lugosi			a1/27/40
...ll a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	...b9/23/39
...arlie McCarthy, Detective					
... (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
...ip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	..b1/27/40
...inger on Wheels (D)		Richard Arlen-Andy Devine		2/2/40	...a10/21/39
		(Former title, "Test Driver")			
...sperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	.....b9/2/39
...stry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	...b12/2/39
...uble Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	...b2/24/40
...emy Agent (D)		Robt. Armstrong-Helen Vinson		4/19/40	....a2/3/40
...amed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
...een Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	..b1/20/41
...awaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	....b8/19/39
...ero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	...b9/16/39
...oneymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	...b2/24/40
...ouse of Seven Gables (D)		Vincent Price-Margaret Lindsay			a1/27/40
... I Had My Way (Mu-C)		Bing Crosby-Gloria Jean			In Prod.
...visible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	...b1/20/40
...s a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	...a1/27/40
... Conga Nights (C)		Hugh Herbert			In Prod.
...ugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	.b12/30/39
...gion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	.. b9/16/39
...ttle Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	..b11/4/39
...! He's Making Eyes At Me (C)		Tom Brown-Constance Moore			a2/24/40
...an From Montreal (D)	60	Richard Arlen-Andy Devine	(F)	12/8/39	... b3/2/40
...ikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	....b5/20/39
...issing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
...utiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	.....b8/5/39
...y Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	.... 2/10/40
... Johnny, How You Can Love					
... (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	....b1/20/40
...klahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	..b12/9/39
...e Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	..b9/23/39
...iders of Pasco Basin (W)		J. M. Brown-Bob Baker		4/5/40	....a9/30/39
		(Former title, "Vigilante War")			
...io (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	...b9/30/39
...ndy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey			a3/2/40
...wer of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
...opic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	...b9/9/39
...wo Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	....b9/9/39
...nder-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	....b8/26/39
...est of Carson City (W)		J. M. Brown-Bob Baker		1/19/40	...a9/16/39
		(Former title, "Galloping Kid")			
...itness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	...b9/16/39
...anzibar (D)		Lola Lane-James Craig		3/8/40	.....a1/6/40
		(Former title, "Rigadoon")			

WARNER BROS.

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	....b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	....b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	....b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	. b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	...b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	...b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	...b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	...b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	.... b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	...b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	...b8/19/39
		(Reviewed as "Hobby Family")			
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	.... b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	.. b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	...b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	...b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	.....b4/8/39
		(Reviewed as "I Am Not Afraid")			
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	...b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	.....b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	...b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	...b3/25/39
Secret Service in the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	..b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	...b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	..b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	....b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	...b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	...b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	...b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas		Albert-Wyman-Reagan			In Prod.
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	...b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	....b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	.....b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	.....b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	....b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	. b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	...b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	....b1/6/40
Flight 8 (D)		Ralph Bellamy			In Prod.
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)		b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffrey Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		b2/24/40
Mad Empress (D)	95	Medea Novara-L. Atwill	(A)	12/16/39	..b4/29/39
		(Reviewed as "Juarez and Maximilian"—States Rights)			
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	69	Bonita Granville-Frankie Thomas	(F)	9/9/39	.b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	....b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	. b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	.b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	.b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	..b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	.b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	.b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Fov, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson			a9/23/39
		(Former title, "State Cop")			
Three Cheers for the Irish (D)		Priscilla Lane-Dennis Morgan		3/16/40	...a1/13/40
Till We Meet Again (D)		Merle Oberon-George Brent			a1/27/40
		(Former title, "We Shall Meet Again")			
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	...a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	.b11/11/39

STATES RIGHTS

Title	Mins.	Stars		See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance ...b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance ..b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance ...b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop. ..b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance ..b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick ..b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony b7/1/39
Goose Step (D)	85	Roland Drew-Steffi Duna	(A)	Producers b11/18/39
		(Reviewed as "Hitler, Beast of Berlin")		
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance ..b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum ..b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers .b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics .b12/9/39
Merry Plane (D)		James Dunn-Frances Gifford		Producers .a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard .b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick ..b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance ..b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance .. b8/5/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg ..b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance ...b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics ..b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars		See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg ...b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema ...b11/25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	Ono b4/24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn ...b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

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ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire		10	Not Rev.
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/3
Bear That Couldn't Sleep	Clever	9	7/15/3
Blue Danube	Beautiful	9	12/30/3
Bookworm (Tech.)	Good	9	9/16/3
Goldilocks and the Three Bears	Good	8	7/29/3
Jitterbug Follies	Fair	9	3/25/3
Little Goldfish (Tech.)	Amusing	8	4/22/3
Mama's New Hat	Poor	7	3/18/3
One Mother's Family	Very Funny	9	10/28/3
Seal Skinners	Poor	7	4/15/3
Wanted No Master		8	Not Re
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/3
Help Wanted	Excellent	21	7/22/3
Money to Loan	Excellent	20	4/ 1/3
Think First	One of the Best	20	10/ 7/3
While America Sleeps	Timely	21	4/22/3
Wrong Way Out	Excellent	17	1/ 7/3
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/3
Great Heart	Impressive	11	1/28/3
Greener Hills	Good	11	7/ 8/3
Hollywood Hobbies	Good	10	7/ 8/3
Ice Antics	Entertaining	10	2/25/3
Love On Tap		11	Not Re
Miracle of Salt Lake	Satisfactory	10	12/10/3
Prophet Without Honor	Excellent	11	6/17/3
Streamlined Swing	Entertaining	9	10/15/3
They Live Again	Excellent	10	11/12/3
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/3
Happily Buried	Fair	21	5/27/3
Men of Steel	Okay	21	1/ 7/3
Once Over Lightly	Darn Clever	20	1/28/3
Somewhat Secret	Entertaining	21	4/22/3
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/3
Alfalfa's Aunt	Humorous	11	1/28/3
Auto Antics	Amusing	10	9/ 9/3
Clown Princes	Funny	10	5/ 6/3
Cousin Wilbur	Fairly Amusing	10	6/17/3
Dog Daze	Good	11	7/29/3
Duel Personalities	Amusing	10	3/25/3
Football Romeo	Good Gang	10	12/17/3
Joy Scouts	Fair	10	7/29/3
Men in Fright	Enjoyable	11	11/12/3
Practical Jokers	Satisfactory	9	1/ 7/3
Tiny Troubles	Fair	10	3/25/3
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/3
Giant of Norway	Excellent	11	7/29/3
New Roadways	Very Good	10	2/25/3
No. 1	Very Good	10	11/12/3
One Against the World	Exceptional	10	9/ 2/3
Story of Alfred Nobel	Excellent	11	2/25/3
Story of Dr. Jenner	Excellent	10	4/22/3
Story That Couldn't Be Printed	Inspiring	10	8/ 5/3
Unseen Guardians	Excellent	11	10/ 7/3
Yankee Doodle Goes to Town	Outstanding	10	6/24/3
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/3
Double Diving	Excellent	8	1/28/3
Football Thrills of 1938	For Grid Fans Only	10	9/16/3
Heroes At Leisure	Exciting	8	2/25/3
Hot On Ice	Good	10	11/12/3
Man's Greatest Friend	Excellent	10	12/17/3
Marine Circus (Tech.)	Excellent	9	4/22/3
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/3
Poetry of Nature	Novel	8	7/15/3
Radio Hams	Very Good	10	6/24/3
Set 'Em Up	Very Good	10	10/28/3
Take a Cue	Excellent	10	8/19/3
Weather Wizards	Very Good	9	4/22/3
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/3
Dark Magic	Very Funny	9	5/27/3
Home Early	Funny	9	6/24/3
How to Eat	Excellent	10	7/ 8/3
How to Sublet	Amusing	8	1/28/3
How to Watch Football	Funny	9	11/12/3
Mental Poise	Fair	7	1/ 7/3
Opening Day	Subtle Stuff	9	12/10/3
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/3
Cairo, City of Contrast	Fascinating	9	10/15/3
Colorful Curacao	Very Good	8	7/29/3
Glimpses of Australia	Good	9	6/ 3/3
Imperial Delhi	Average	8	3/25/3
Jaipur, the Pink City	Good	8	12/10/3
Java Journeys		8	Not Re
Madeira, Isle of Romance	Enchanting	8	11/19/3
Picturesque Udaipur	Interesting	8	7/15/3
Rural Hungary	Good	9	6/17/3
Singapore and Jahore	Interesting	9	1/28/3
Sydney—Pride of Australia	Good	9	1/ 7/3

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
ng Bear	Clever	9	2/ 3/40
Maestro	Good	8	1/20/40
on Earth	Definitely a "Must"	8	12/ 9/39
CRIME DOESN'T PAY (5)			
Your Money	Excellent	21	2/ 3/40
d Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
an Fleet	Excellent	11	10/ 7/39
re at Fifty	Excellent	10	10/28/39
lelssohn's Wedding			
rch	For Romanticists	11	11/25/39
icle at Lourdes	Excellent	11	1/20/40
South	Interesting	10	2/ 3/40
ba Rhythm	Entertaining	10	9/ 2/39
e Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
fa's Double	Chucklesome	11	2/ 3/40
ain Spanky's Show-			
it	Funny	10	10/14/39
For a Day	Good	11	11/25/39
Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
otten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Talk Turkey	Swell	10	11/25/39
tain the Right	Very Good	10	1/20/40
ance of the Potato	Good	9	12/23/39
Birds	Excellent	8	11/25/39
Your I.Q.?		7½	Not Rev.
ROBERT BENCHLEY (4)			
of Rest	Funny	10	10/28/39
e Movies		7	Not Rev.
Your Doctor	Very Funny	8	12/23/39
Inferior Feeling	Excellent	10	1/20/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
on Treasure Island	Colorful	10	9/ 9/39
of Alaska Nellie	Good	10	1/27/40
ral Wonders of			
shington State	Okay	10	10/28/39
t Descends on			
easure Island		8	Not Rev.
Natchez	Good	9	2/ 3/40
nt St. Augustine	Charming	9	11/25/39
le, Gateway to the			
rthwest		9	Not Rev.
ant Venezuela	Standard	9	12/23/39

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	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
y Boop at the Con-			
t	Poor	7	9/24/38
ical Mountaineers	Amusing	7	6/ 3/39
Friend the Monkey	Poor	7	2/11/39
With the New	Okay	7	12/17/38
y in Thrills and			
ills	Fair	7	1/21/39
y the Watchman	Fair	7	8/13/38
hm on the Reser-			
ion	Fair	7	8/ 5/39
Swing	Poor	7	10/15/38
d Crows	Average	7	7/ 1/39
Does An Automobile	Good	7	4/ 1/39
Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
Fair at the Fair	Good	7	8/27/38
ys Kickin'	Fair	7	2/11/39
yard Brat	Cute	7	7/29/39
ful Polar Bears	Cute	7	11/12/38
ll Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
mbia	Fair	10	7/29/39
a Rica	Fair	10	11/26/38
emala	Excellent	10	8/27/38
l of Inca Memories	Fair	10	1/21/39
aica	Fair	10	7/15/39
ico	Poor	10	9/24/38
ublic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
e Rhythm	Standard	10½	10/15/38
mpagne Music of			
wrence Welk	Snappy	10	3/ 4/39
Kemp & Orch	Okay	9	11/26/38
ts! Action! Lucas!	Excellent	10	8/27/38
ents of Charm	Splendid	10	7/16/38
ic Through the			
ears	Lacks Movement	11	2/11/39
n Tucker & Orch	Snappy	10	11/12/38
mount Presents			
oagy Carmichael	Tuneful	10	5/27/39
l Is Born	Unusual	10	12/17/38
t Moments	Sweet They Are	10	8/26/39
go of Tomorrow	Good	10	7/ 1/39
e Kings and a			
ueen	Good Music	10	4/ 1/39
PARAGRAPHICS (13)			
aking the News	Excellent	10	8/26/39
ns Co-Ed	Very Good	10	3/ 4/39
ewell Vienna	For Music Lovers	10	7/22/39
erman's Pluck	Swell Sport Short	10	4/ 1/39
lewed Melodramas	Very Funny	11	9/24/38
Say, Can You Ski?	Commercial	10	12/17/38
ing Canines	Interesting	10	10/15/38
e Goldberg's Travel-			
b	Very Funny	8½	10/15/38
ns		10	Not Rev
nhauser	Classic	12	8/13/38
's Africa	Unusual	10	3/ 4/39
nished Symphony	Classic	10	11/26/38

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

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	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Jude Experts	Excellent	10	1/20/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev
Samovar Serenade		10	Not Rev
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Soldiers With Wings	Timely	20	9/ 9/39
Battle Fleets of England	Very Timely	18	10/ 7/39
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinceuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Naraioland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours	Excellent	10	2/24/40
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following The Hounds	Outstanding	10	2/24/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well		7	Not Rev.
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Much Ado About Nothing		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue
GOING PLACES (13)			
No. 53	Good	9	9/24
No. 54	Good	10	11/12
No. 55	Excellent	10	11/12
No. 56	Fairly Good	10	11/26
No. 57	Very Good	9	12/10
No. 58		9	Not R
No. 59	Fair	10	2/25
No. 60	Interesting	9	2/25
No. 61	Interesting	10	4/ 8
No. 62		10	Not R
No. 63	Fascinating	10	6/ 3
No. 64	Interesting	9	7/15
No. 65	Good	9	7/15
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25
Beauty Shoppe	Just Filler	20	8/20
Cafe Boheme	Passable	17	4/ 1
Gals and Gallons	Lively	19	6/ 3
Music and Models	Entertaining	18	12/ 3
Nautical Knights		19	Not R
Patio Serenade	Diverting	18	11/19
Pharmacy Frolics		19	Not R
Rhythm Cafe	Good Diversion	20½	8/20
Side Show Fakir	Fairly Good	20	9/24
Swing Sanatorium		19	Not R
Wild and Bully	Diverting	19	2/11
With Best Dishes	Entertaining	19	5/27
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24
No. 54	Fair	9	9/24
No. 55	Okay	9½	10/15
No. 56	Very Good	9	12/ 3
No. 57	Interesting	9	12/10
No. 58		9	Not R
No. 59	Interesting	9	2/25
No. 60	Very Good	9	3/ 4
No. 61	Just Fair	9	4/ 1
No. 62		10	Not R
No. 63	Very Good	9	6/ 3
No. 64	Average	10	8/19
No. 65	Excellent	9½	7/15
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12
Baby Kittens	Cute	8	11/26
Bird On Nellie's Hat	Good Satire	7	7/15
Birth of a Toothpick		7	Not R
Bola Mola Land	Good Satire	6	5/27
Cat and Bell	Okay	7	9/24
Charlie Cuckoo		7	Not R
Crack Pot Cruise		7	Not R
Disobedient Mouse	Good	8	11/26
I'm Just a Jitterbug		7	Not R
Little Blue Blackbird	Average	7	12/17
Little Tough Mice	Good	7	4/ 8
Magic Beans	Good	7	3/ 4
Nellie at the Circus		7	Not R
One Armed Bandit	Enjoyable	7	4/ 1
Rabbit Hunt	Amusing	7	11/19
Sailor Mouse	Okay	7	11/12
Silly Superstition	Poor	7	9/ 9
Slap Happy Valley	Hasl Laughs	7	9/ 2
Snuffy's Party	Average	7	9/30
Soup to Muts		7	Not R
Stubborn Mule	Fair	7	8/12

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15
Andy Panda Goes Fishing	Fair	9	2/10
Kittens' Mittens	Good	9	2/24
Life Begins For Andy Panda	Amusing	9	9/30
Scrambled Eggs	Cute	8	12/30
Sleeping Princess	Good Fun	7	12/ 2
Tom Thumb, Jr.		8	Not Re
GOING PLACES (15)			
No. 66		10	Not R
No. 67	Very Good	9	10/21
No. 68	Excellent	9	10/21
No. 69	Interesting	9	12/23
No. 70	Very Good	9	12/30
Strange American Animals (No. 71)	Interesting	9	2/10
No. 72		9	Not R
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2
Bullets and Ballads	Good	18	2/17
International Revels		18	Not R
Rhythm Jamboree	Fair Vaudeville	18	2/10
Rhumba Land	Good Vaudeville	18½	12/ 2
Snow Follies	Light Fare	19	12/30
Swing Hotel	Diverting	17	10/21
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9 23
No. 67	Good	10	10 21
No. 68	Interesting	9	10/21
No. 69	Good	9	12 23
No. 70	Average	9	12 23
No. 71	Good	9	2/ 3
No. 72		9	Not R

VITAPHONE-WARNER 1938-39

Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)		
rder Trouble	17	Not Rev.
adway Buckaroo ....Okay	20	6/17/39
aning Up	17	Not Rev.
Chance	17	Not Rev.
s and Dogs	20	Not Rev.
ne Cheap Home	20	Not Rev.
ght Is Young	20	Not Rev.
rder With Reserva- ions	21	Not Rev.
jection Room	20	Not Rev.
lin' in Rhythm	20	Not Rev.
ing Red ....Entertaining	20	8/12/39
all Town Idol....Has Laughs	20	3/11/39
homore Swing ....Swell	20	1/14/39
ire Parts	20	Not Rev.
rdust ....Very Clever	18	12/ 3/38
ndae Serenade	20	Not Rev.
ing Opera	20	Not Rev.
rland Casino ....Great	22	10/ 8/38
o Shadows	20	Not Rev.
rdrobe Girl	20	Not Rev.
're Next-To Closing	20	Not Rev.
o Girl ....Good	20	8/20/38
COLOR PARADE (13)		
ina Today ....Interesting	11	10/ 8/38
r Your Convenience..Fair	10	7/ 8/39
chanix Illustrated ...Interesting	10	11/26/38
chanix Illustrated #2..Interesting	10	1/14/39
chanix Illustrated #3..Interesting	10	3/ 4/39
chanix Illustrated #4..Interesting	10	6/ 3/39
chanix Illustrated #5..	10	Not Rev.
chanix Illustrated #6..	10	Not Rev.
racles of Sport....Very Good	10	8/27/38
dern Methods ....Interesting	10	8/12/39
ture's Mimics ....Interesting	10	12/17/38
ints On Pointers	10	Not Rev.
aming Cameramen No. 1 ....Interesting	11	3/25/39
FEATURETS (Tech.) (8)		
ll of Rights....Excellent	20	8/26/39
mpus Cinderella ....Very Good	18	9/17/38
claration of Independ- ence ....None Better	18	10/15/38
ncoln in the White House ....Outstanding	20	1/14/39
iet Please ....Entertaining	20	6/ 3/39
de Cowboy Ride....Very Good	20	9/30/39
ns of Liberty....Absolutely Tops	20	3/25/39
ingtime in the Movies..Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)		
icken Jitters ....Very Good	7	4/ 1 39
ffy Doc ....Lively	7	12/ 3/38
s An Ill Wind	7	Not Rev.
istopher Kolumbus, Jr.	7	Not Rev.
ne Stranger and Porky ....Very Funny	7	3/11/39
lar Pals ....Fair	7	6/17/39
rky and Teabiscuit....Amusing	7	5/27/39
rky in Egypt	7	Not Rev.
rky in Wackyland	7	Not Rev.
rky's Movie Mystery..Cartoon Fun	7	3/ 4/39
rky's Naughty Nephew..Average	7	10/15/38
rky's Picnic	7	Not Rev.
rky the Gob....Amusing	7	12/17/38
rky's Tire Trouble	7	Not Rev.
out Trouble	7	Not Rev.
ise Quack ....Very Good	7	8/12/39
MELODY MASTERS (18)		
ave Apollon (4706)....Fair	7	12/17/38
ave Apollon and His Club Cassanova Orch...	7	Not Rev.
ue Barron	10	Not Rev.
rry Clinton (4701)	10	Not Rev.
rry Clinton (4714)	10	Not Rev.
ddie De Lange	10	Not Rev.
mmy Dorsey	9	Not Rev.
's the McCoy....Sweet and Hot	10	5/20/39
erle Kendrick ....Excellent	10	10/ 8/38
y Kinney ....Just Fair	10	9/17/38
rry Livingston	10	Not Rev.
yde Lucas ....Snappy	10	1/14/39
uss Morgan ....Fair Swingcopation	10	3/ 4/39
usic With a Smile In Happy Felton Style...Lively and Peppy	10	7/23/38
ill Osborne ....Rhythmic	10	8/ 5/39
ita Rio	10	Not Rev.
aturday Night Swing Club on the Air....Okay	10	4/ 1/39
rtie Shaw ....For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)		
ars and Stripes For- ever ....Funny	7	7/22/39
elieve It Or Else....Clever Satire	7	6/ 3/39
ount Me Out....Fair	7	12/17/38
affy Duck and the Dinosaur ....Excellent	7	3/25/39
affy Duck in Hollywood.	7	Not Rev.
angerous Dan McFoo...A Lallapaloo	7	8/ 5/39
ay at the Zoo....Excellent	7	3/18/39
etouring America ....Hilarious	7	9/ 2/39
og Gone Modern....Funny	7	1/14/39
eud There Was....Grab It	7	9/17/38
oldrush Daze	7	Not Rev.
am-ateur Night	7	Not Rev.
arum Scarum ....Excellent	7	8/12/39
obo Gadget Band....Good	7	7/15/39
ohnny Smith and Poker-Huntas ....Swell	7	12/17/38
ittle Brother Rat....Swell	7	8/19/39
ittle Pancho Vanilla....Clever	7	10/15/38
ice Will Play	7	Not Rev.
aughty But Mice....Cute	7	8/ 5/39
ight Watchman ....Entertaining	7	11/26/38
ld Glory ....Okay as Propaganda	7	7/ 8/39
rest-o Change-o ....Good	7	4/ 8/39
obinhood Makes Good..Diverting	7	3/ 4/39
ho Man's Land	7	Not Rev.
hugs With Dirty Mugs	7	Not Rev.
ou're An Education ...Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)		
nmortal Brush ....Unusual	9	10/ 8/38
laster's Touch	10	Not Rev.
ow Wow ....Very Interesting	10	9/17/38
omance In Color....Highbrow	10	8/19/39

VITAPHONE-WARNER (Cont.)

Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)		
Chained ....Gripping	10	3/25/39
Defying Death ....Thrilling	11	12/ 3/38
Haunted House ....Exciting	12	6/17/39
High Peril ....Good Suspense	12	3/ 4/39
Human Bomb ....One of the Best	12	1/14/39
Identified ....Excellent	12	9/24/38
Lives in Peril	12	Not Rev.
Minute From Death	12	Not Rev.
Three Minute Fuse....Suspenseful	12	8/12/39
Toils of the Law	12	Not Rev.
Treacherous Water ....Thrilling	12	12/17/38
Verge of Disaster	12	Not Rev.
Voodoo Fire ....Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)		
Crawfords at Home	10	Not Rev.
Dean of the Pasteboards..Informative	10	5/20/39
Gadgeteers ....Kind of Silly	10	12/17/38
Great Library Misery...Excellent	11	9/17/38
One Day Stand....Reminiscent	10	8/12/39
Right Way ....Good Propaganda	10	7/ 8/39
Robbin' Good ....Excellent	10	11/26/38
Ski Girl ....Splendid	10	1/14/39
Table Manners ....Good	10	9/17/38
Tax Trouble ....Fair	10	3/18/39
Vaudeville Interlude	10	Not Rev.
Witness Trouble	10	Not Rev.

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BROADWAY BREVITIES (18) (Tech.)		
Alex in Wonderland	20	Not Rev.
Double or Nothing....Amusing	20	2/17/40
Ice Frolics ....Entertaining	20	9/30/39
One For the Book....Entertaining	20	12/30/39
Remember When ....Swell Entertainment	20	9/ 2/39
Slapsie Maxie's ....Perfect Clowning	17	8/26/39
World's Fair Junior....Just Fair	20	11/ 4/39
COLOR PARADE (10)		
American Saddle Horses..Interesting	10	11/25/39
Mechanix Illustrated #1..Good	10	9/ 2/39
Mechanix Illustrated #2	10	Not Rev.
Mechanix Illustrated #3..Interesting	10	2/17/40
Men Wanted	10	Not Rev.
New Horizons ....Good	10	12/30/39
FEATURETS (Tech.) (8)		
Monroe Doctrine ....Excellent	16	10/28/39
Old Hickory ....Outstanding	17	12/30/39
Royal Rodeo ....Entertaining	15	11/25/39
Teddy the Rough Rider Excellent	19	2/17/40
LOONEY TUNES (16)		
Africa Squeaks ....Hilarious	7	2/24/40
Ali Baba Bound	7	Not Rev.
Film Fan ....Excellent	7	1/ 6/40
Jeepers Creepers ....Funny	7	10/ 7/39
Naughty Neighbors ....Good	7	11/ 4/39
Pied Piper Porky ....Good	7	11/25/39
Pilgrim Porky	7	Not Rev.
Porky's Hotel ....Good	7	9/ 2/39
Porky's Last Stand	7	Not Rev.
Porky the Giant Killer	7	Not Rev.
Slap Happy Pappy	7	Not Rev.
MELODY MASTERS (10)		
Dave Apollon ....Average Musical	10	2 24 40
Frances Carroll and the Coquettes ....Just Filler	10	1/ 6/40
Carl Hoff	10	Not Rev.
Vincent Lopez ....Lively	10	9/23/39
Rubinoff and Orch....Good	10	11/ 4/39
Swing Styles ....Good	10	8/26/39
Symphony of Swing....Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)		
Busy Bakers	7	Not Rev.
Curious Puppy	7	Not Rev.
Early Worm Gets the Bird	7	Not Rev.
Elmer's Candid Camera	7	Not Rev.
Fagin's Freshmen ....Amusing	7	11/25/39
Fresh Fish ....Swell	7	11/ 4/39
Good Egg	7	Not Rev.
Land of the Midnight Fun ....Superb	7	9/23/39
Little Lion Hunter	7	Not Rev.
Mighty Hunters ....Pleasing	7	2/17/40
Screwball Football ....Swell Cartoon	7	12/30/39
Sioux Me ....Clever	7	9/ 9/39
Sniffles and Bookworm...Cute	7	2/24/40
VITAPHONE VARIETIES (6)		
History Repeats Itself...Good	10	9/30/39
Organ Novelty ....Fair	9	11/11/39
Sword Fishing ....Exciting	10	10/ 7/39
Vote Trouble ....Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain)..Impressive	10	7/ 1/39
Birth of the Movies (Alliance) ....Interesting	22	11/ 4/39
Gems of the Orient (Modern) ....Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress)....Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy) Very Good	19	4/ 1/39
North Sea (Lenauer)...Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society) ....Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures) ....Delightful	19	3/ 2/40
Rembrandt (Malchain)...Fascinating	11	7/ 1/39
Trip to the Sky (Malchain) ....Interesting	10	7/ 1/39
Xochimilco (Atlas) ....Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle....	12 Chaps.	6/10/39
Dick Tracy Returns....	15 Chaps.	8/ 6/38
Hawk of the Wilderness....	12 Chaps.	11/26/38
Lone Ranger Returns....	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

SERIALS 1938-39 (Cont.)

	Number of Chapters	Reviewed Issue of
REPUBLIC		
Daredevils of the Red Circle....	12 Chaps.	6/10/39
Dick Tracy Returns....	15 Chaps.	8/ 6/38
Hawk of the Wilderness....	12 Chaps.	11/26/38
Lone Ranger Returns....	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book containing every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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600 SEAT HOUSE, good talking equipment, running regularly, clear title. No other theatre in town. Bargain for cash. WILLIAM KELLER, Bridgeville, Delaware.

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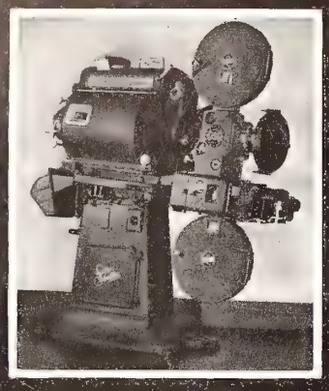
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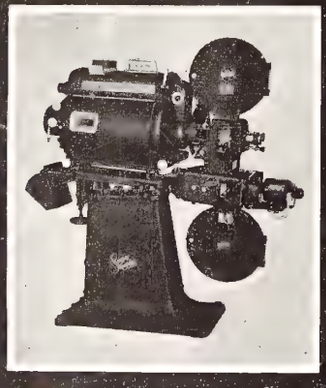
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Simplex E-7



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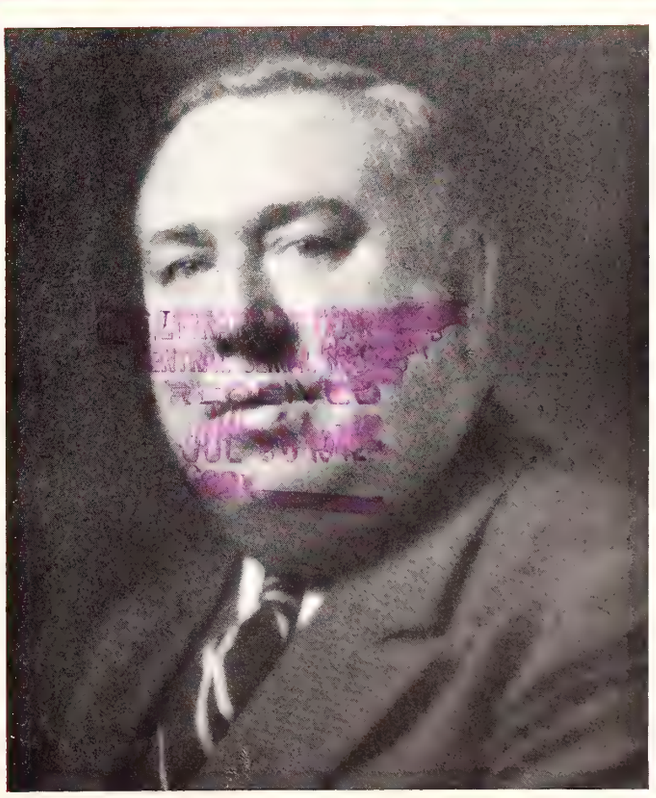
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SHOWMEN'S TRADE REVIEW

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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HARRY THOMAS

Vol. 32 No. 7

March 9
1940

NORTHWEST



Beats "Boys Town" in Philadelphia



Beats "Boys Town" in Harrisburg, Akron



Beats "Boys Town" in Hartford



Beats "Boys Town" in Springfield

PASSAGE

"NORTHWEST PASSAGE" (Book 1—Rogers' Rangers) in Technicolor • Starring **SPENCER TRACY** with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton Screen Play by Laurence Stallings and Talbot Jennings • Based on the Novel by Kenneth Roberts • Directed by King Vidor • Produced by Hunt Stromberg • An M-G-M Picture



Beats "Boys Town" in Portland



Beats "Boys Town" in New Haven



Beats "Boys Town" in Waterbury, Atlanta



Equals "Boys Town" in Spokane, Seattle



Beats "The Women" in Louisville, Salt Lake, St. Paul, Syracuse, Albany



Beats "The Women" in Boston, Bridgeport, Providence, Frisco.



Beats "The Women" in Reading, Canton, Worcester, Rochester



Great in Cleveland, Columbus, Minneapolis, Chicago, Pittsburgh, etc.

TERRIFIC!

HELD OVER! Chicago, Minneapolis, Portland, St. Paul, Spokane, Boston *(State & Orpheum day and date!)* Harrisburg, New Haven, Frisco, Seattle, Worcester, Bridgeport, Philadelphia. More coming!

The Editorial Page

"God Bless You! And God Help You!"

So stated Donald R. Richberg in discussing government legislation pointed towards regulation of the automobile industry. And Richberg should know. He was the man who held the reins of the old NRA until it folded.

Here is what he had to say in the *Automobile Trade Journal* of February:

"Do try your best to work out your problems within the industry before you invite political regulators to take the management of your business out of your hands. If you have the organized strength sufficient to have a law passed for your special aid, you must have a power which can be welded effectively in self-protection of your interests. If that power cannot save you, and in desperation you turn to political saviors, then I would say with no irreverence, God Bless You! and God Help You!"

—Donald R. Richberg.

We wonder whether the above does not form a direct parallel to our own Neely Bill situation in this industry? Think it over Mr. Exhibitor and draw your own conclusions.

△ △ △

Television Progresses

Last week the FCC granted television broadcasters the right to limited commercial use of this new medium for home entertainment. In other words, the television field has won a great battle to inject advertising, on a limited basis, into their broadcasts and thereby help defray some of the terrific costs with which they are burdened in developing this new field.

Just what it means to the theatremen may now become the subject of much speculation. But is it safe to predict that with a substantial revenue from the commercials to be injected into television, this industry can now be expected not only to increase their broadcasting facilities but to start manufacturing a much lower-priced receiving set.

Instead of thinking up new ways of disturbing our already troubled industry, exhibitor leaders would be serving a far more useful function if they started to pay some attention to this rapidly looming competitor to the theatre's box offices.

Fewer But Better

There may not be too many pictures being made now but very definitely, there are too many lousy ones. Which accounts for our enthusiastic support of the "fewer-but-better-picture" movement.

Remember just a short time ago we suggested that you list each company's releases for a year and then draw a pencil through the worst of the lot. The net result would represent a pretty good line-up of strong product worthy of the best theatre in the land.

Well, when a studio cuts down its mass production activities it automatically places more stress on the remainder of its output. Thus, the average picture becomes better and the good ones lose a great deal of their risky element through higher budgets and closer supervision.

With the cutting down of mass production by the majority of the studios, the best pictures will have no trouble getting single feature playing time. Thus putting an end to the murdering of those really great pictures which deserve single playing time. It will also encourage the merchandising of individual pictures without trying to sell two of them at the same time on the same bill.

Viewed from many angles, the "fewer-but-better-pictures" argument will hold water in any debate. But just in case we are looking at it from a one-sided point of view our theatre-readers are invited to present theirs. Are you for or agin' it?

△ △ △

Slot Machine Movies

So now they are going to bring out slot machine movies. Well, we suppose in the not too distant future one will be able to walk up to a row of movie slot machines, look at the titles, much the same as we did in the days of old penny arcades, select the picture that appeals, drop in our nickel, (or will it be a penny?) and see a movie show.

My, my, how things progress. And can you imagine? Along will come GWTW and the customers will have to drop increased prices into the slot machine. But it's gonna be awful tough standing up for four hours to watch a super-colossal. That is, unless they are going to build them so you can sit down while watching.

There are probably many who will say that slot-machine competition is still too far off to merit serious consideration of it at this early stage. To them we say; everything has to start somewhere. The question is; how far will it progress before it actually becomes a serious menace to our business?

We wonder what will come next.

—"CHICK" LEWIS.

Kuykendall Asks Reforms In Distributors' New Contracts

MPTOA President Attacks Neely Bill, 16mm. Competition; Advocates Ignoring Radio Giveaways to Halt Their Spread

With the printing of new contract forms for the current season about to begin, Ed Kuykendall, president of MPTOA, in a bulletin this week, urged that the distributors include in their contracts some of the provisions of the proposed trade practise code. Conceding that MGM and Warner Bros. have already granted some of the reforms, Kuykendall urged that the balance of the distributors and the two mentioned include some of the most desirable proposals in their exhibition contracts. "No question of any anti-trust law violation can possibly be involved, nor would this require the approval of the Department of Justice," he said.

Here are the proposals which Kuykendall believes should be in every company's contract and which he is certain meet with the approval of the small independent exhibitors:

(1) A minimum unconditional option to cancel at least 20% of the pictures licensed on reasonable notice as they are released. The code proposal should be simplified as much as possible for this purpose. Or as an alternate suggestion, an option to cancel upon reasonable notice one picture out of each group of five or more, in the order of release.
(2) An option to cancel any picture on reasonable notice which it can be demonstrated is locally offensive on moral, religious or racial grounds. The question of fact, if disputed, can be left to simple arbitration.
(3) An option to change percentage pictures designated for preferred play dates on reasonable notice that the picture is considered unsuitable in fact for the dates designated, subject to simple arbitration if there is any dispute.
(4) A provision that no score charge shall be added to the film rental specified in the contract.
(5) A provision that prices and terms for each picture licensed must be fixed by the distributor not later than the date of the notice of availability.
(6) A provision that the option to reject pictures on selective contracts must be exercised within 21 days after notice of availability, otherwise the option is void and the picture released in due course to subsequent runs.

The MPTOA president also attacked 16 mm. competition, stating that "the problem is becoming complicated by the films that have become available in 16 mm. sound prints from so-called independent producers no longer making pictures, from foreign made pictures and from pictures made for advertising sponsors as well as the theatrical pictures that have been released for such use largely by Paramount, RKO and Universal."

Kuykendall urged that a vigorous protest and complaint be registered with each distributor whose pictures are so used in each specific situation of unfair competition. "It may be possible that a lot of these free shows are put on in particular instances without the knowledge of a distributor, who has retained control of the licensing of its picture, by itinerant 'showmen' who promote merchants' shows, etc."

Attacking the Neely bill as a "fake," Kuykendall warned that action must be taken to prevent its passage which he sees as imminent. He declared emphatically that the bill would not solve the problem of "compulsory block booking and blind selling." As an alternative, he suggested the possibility of a law prohibiting the selling of five or more feature pictures without a privilege of cancelling one out of each group of five in the order of release without liability.

Kuykendall decried the publicity given to the "Pot O'Gold" radio program and advocated ignoring it completely. "Tuesday night programs as a whole are among the strongest in popularity and listening audience," he said. Ignoring the "Pot O'Gold" program is the best way of preventing the spread of giveaways to other nights of the week, he concluded.

Depinet Reveals Policy On First-Run Sales

During examination of Ned E. Depinet, RKO-Radio sales chief, in the D. of J's. equity suit this week, he explained that the principles which determined RKO's policy in giving a house first run were: its cleanliness, the owner's reputation in the community, showmanship of the management and the type of pictures played.

When asked what benefit RKO-Radio Pictures received from the RKO exhibition company, he answered that the production company had a very good customer in the RKO theatres which, he said, presented the pictures properly in the finest theatres with considerable showmanship.

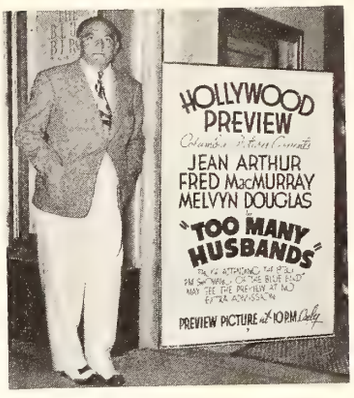
Skouras Optimistic About Theatre Biz

Spyros Skouras, head of National Theatres, returning this week from a survey tour and Coast conferences, expressed his belief that there is a definite feeling of optimism in the theatre business. He said NT business was holding its gains and that a good year was anticipated. Current studio programs look strong, he added, and current releases are doing big business throughout the country.

MGM Sells 98 P.C. Of Possible Accounts

MGM has sold 98 p.c. of its possible accounts for the 1939-40 program, W. F. Rodgers, general sales manager, revealed this week. He added that the company has several hundred more contracts now "than we had for the entire 1938-39 season."

At Florida Preview



Columbia Pictures President Harry Cohn in front of the Lincoln theatre, Miami Beach, Fla., where the first sneak preview ever held in this city took place last week. The picture "Too Many Husbands" was shown to a capacity audience at one performance only. 1000 comment cards were filled out by patrons. The laughter, according to the management, "out lasted and out-louded" those of "His Girl Friday" which recently played the theatre.

100,000 Expected at Nevada Openings

"Virginia City" Gets Double Premiere on March 16

The greatest throng of visitors in Nevada's history is expected to descend on Virginia City and Reno on March 16 for the joint world premiere of the new Warner Bros. film, "Virginia City". Committees in the two cities reported yesterday that they were making their arrangements on a basis of estimates that the crowd of guests would approximate 100,000, more than the population of the whole state.

Railroads and bus lines are announcing excursions for hundreds of miles around, and reservations have been received from as far away as Oregon.

The attraction for the crowd is a 16-car Southern Pacific special train from Hollywood, carrying forty or so film stars and 150 newspaper and magazine writers and photographers. Among the screen luminaries will be Errol Flynn and Miriam Hopkins, the stars of "Virginia City," Humphrey Bogart, Randolph Scott, Alan Hale, the Lane sisters—Priscilla, Rosemary and Lola—Jean Parker and Eddie Albert.

In addition to the film celebrities, Governor E. P. Carville, of Nevada, has invited the governors of ten other Western states to be his guests for the day.

For Virginia City, the problem of handling the throng is a particularly pressing one, for the city that once mined a billion in bullion, is now a mountain hamlet of only 1,500 persons, 25 miles from the railroad at Reno.

No Games Holy Week

Leominster, Mass. — Beano and Bank Nights have been banned in this city during Holy Week, March 17 to 23, inclusive.

Television O. K. Worries Exhibs

See Possibility of Increase Competition When it Starts

The Federal Communications Commission last week approved limited commercial television and it was later announced that it would get under way by Sept. 1. Exhibitor circles regard this as unwelcome news, feeling that any development of television is a threat to their box offices.

At its convention in Columbus, last week, the ITO of Ohio discussed the subject at some length. Exhibitors expressed the opinion that when commercial television began, that advertisers would demand the widest circulation and accordingly would attempt to have sets installed in restaurants, bars, taverns and public places as well as increased sales in homes.

Universal Announces Managerial Changes

William Heineman, Universal's western division manager, announces two managerial changes this week. Grover Parsons, formerly MGM manager in San Francisco and more recently district manager for Republic, has been named U manager in Kansas City. Roy Miller, former K. C. manager, has been shifted to Minneapolis as branch manager, while Harold Johnson, former Minneapolis exchange head, remains as city salesman.

HARRY THOMAS

(The Man on the Cover)

He is now general manager of Monogram's company-owned exchanges in New York, Philadelphia and Washington, a position for which he is particularly qualified through the many years he spent in Eastern distribution, as president of First Division Pictures.

SHOWMEN'S Trade Review
Vol. 32, No. 7 March 9, 1940
Title and Trade Mark Reg. U. S. Pat. Off.
Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879.
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Kennedy's Korner

Publicity yarn about Jimmy Fidler's personal appearance at a Hartford, Conn., theatre says the air reporter whose dinner bell speaks for him when he reviews films, has a listening audience of 20,000,000. If that's how many people there are who want to hear about Hollywood it should be a cinch to up movie attendance by letting 'em know they can judge the pictures for themselves by going to the nearest theatre.

Judged by some of the accounts of debates on the Neely Bill, its authors feel that since they helped to write it, why should they read the thing? And if somebody else is sap enough to read it, it's his own fault if he thinks it's cock-eyed.

That Texas geologist who was consulted on a technical matter by a Hollywood studio seems to have missed the point completely. The producer wanted to know what kind of noise a fighting dinosaur made. He was producing with scientific accuracy a battle between a tyrannosaurus and a dimendrodon, and wanted the sound to be as accurate as the other details. The prof replied that he didn't know for sure, thought one grunted and the other hissed, but said it didn't make much difference which did what, because the two animals lived about a hundred million years apart and probably never heard each other anyway. When, my dear prof, did any actor bother whether he could hear another member of the cast?

VARIETY CLUB CONVENTION NOTES

Dallas, Texas, April 18, 19 and 20

Flowers from a dozen states and Mexico will be used to decorate the Crystal Ballroom at the Baker Hotel for the official banquet on April 20. Texas bluebonnets and roses will, of course, predominate the decorative scheme. Florida's Everglades, California's redwood forests and blooms from Oregon, Kansas, Colorado, North Carolina, New Mexico, Louisiana, Missouri and Oklahoma blooms will be there, too.

* * *

When you send in your reservation be sure you include your hat size. And this is no kidding, either. The committee apparently intends to furnish you with a ten gallon hat,—if we are to believe all we see in the ads,—and they ought to make swell souvenirs to take home to the "little woman".

* * *

One of the expectant visitors to the convention contacted us at lunch in the Hotel Astor the other day and seriously inquired whether he should send the size of his suit, shirt, shoes, etc. He claimed he had read somewhere that all the visitors were asked to bring was the body . . . the clothes were to be furnished. (Good Lord, the special trains may look more like a nudist convention than a Variety Club shindig.) Committee, please note.

* * *

Reservations for rooms should be sent direct to the Variety Club, 203 Melba Theatre Building, Dallas, Texas. And the sooner the better.

18 Million-Dollar Specials Planned by 20th for '40-41

Company to Cut Down and Eliminate "B" Product; Schedule Calls for 52 Pictures, 4 from England

Eighteen specials to be budgeted at over $1,000,000 apiece and to be personally supervised by Darryl F. Zanuck, production head, are called for in the program 20th-Fox plans for 1940-41. According to present plans, the new season's schedule will consist of 52 pictures, with four to come from England.

That the company will cut down and eliminate its "B" product was emphasized when it was learned that only one "Charlie Chan" and one "Jones Family" will be produced on the program, instead of the three in each series for this season. However, the "Cisco Kid" series is being stressed, with four to be made.

At least four features are planned to be made in Technicolor, and even an increase in this number is indicated. Again the company will have 52 shorts in its short subjects lineup, with at least half of the 26 Terry-Toons to be in Technicolor, as well as at least eight of the shorts to be produced by Movietone.

Among the pictures on the tentative schedule outlined by Herman Wobber, sales manager, at the company's New York sales meeting are: "Brigham Young," based on Vardis Fisher's novel, "Children of God"; "Down to the Sea in Ships," a remake of the silent film; "The Great Commandment," by Dana Burnett; "Western Union," by Zane Grey; "Down Argentine Way," a musical starring Isa Miranda; "Hudson's Bay Company"; "Say It With Music," Irving Berlin's story of the 1920's; James Oliver Curwood's "The Hunted Woman"; "The Return of Frank James," a Technicolor special; "The Great Profile"; "The Man Who Came to Dinner," by George S. Kaufman and Moss Hart; "Highway 66"; "Song of the Islands"; "Marching As to War"; Washington Irving's "Rip Van Winkle"; "How Green Was My Valley," based on Richard Llewellyn's best-selling novel; "The Young People," with Shirley Temple;

"Million Dollar Diamond"; "Andre Maginot," a story of France's Maginot Line; "Fifth Avenue"; "Rain or Shine," by Vina Delmar; "Public Deb No. 1," story of a Fifth Avenue heiress; "Broadcast," a story of radio; "Shadow in the Snow," from an S. S. Van Dine story; "Breach of Discipline," a story of the medical profession; "Dance Hall," based on W. R. Burnett's novel, "The Giant Swing"; "Connie Goes to College"; "The Californians"; "Yesterday's Heroes"; "Khyber Rifles"; "Lady Jane"; "Left at the Altar" (tentative title), based on old time comics with Mack Sennett and Harry Joe Brown collaborating on the script; "Mark of Zorro," a story of early California; "Maverick University"; "The Postman Walks Alone," a story of the youth movement of the American Legion.

Following the close of the two-day meeting over the week-end, it was learned that the company may handle outside product this year in addition to its own lineup. Negotiations are under way, it was said, in which 20th-Fox would handle outside pictures to be sold independently of the company's own product.

During the sessions Wobber discussed sales policy and the foreign situation.

The decision to increase the number of higher budgeted pictures resulted from conferences here and on the coast between Wobber, Sidney R. Kent, president, Zanuck and Joseph M. Schenck, board chairman.

"Son" Praised at Press Previews

East and West Showings Are Gala Celebrations

Simultaneous press previews of Edward Small's United Artists release, "My Son, My Son!," were held in California and New York Tuesday evening, the former at Grauman's Chinese Theatre and in the latter in private projection rooms of Radio City Music Hall. Producer Small, Director Charles Vidor, Madeleine Carroll, Louis Hayward, Josephine Hutchinson, Sophie Stewart and Bruce Lester were tendered an enthusiastic ovation as they left Grauman's Chinese after the performance.

Steffes Recuperating

Washington—Now permitted to walk around his room, Al Steffes, Allied Northwest president, may be released from Providence Hospital in about 10 days.

Important Dates

March 14: AAAA Gambol of the Stars, Hollywood.
March 15: Cleveland Variety Post midnight benefit, Circle Theatre.
March 25: MPPDA annual meeting, Hays office.
April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.
April 5-6: Second annual Chicago Visual Education Forum, Morrison Hotel.
April 17: Wilmington Better Films Council annual luncheon.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention. Chalfonte-Haddon-Hall Hotel, Atlantic City.
May 8-10: Pacific Coast Conference convention, Los Angeles.

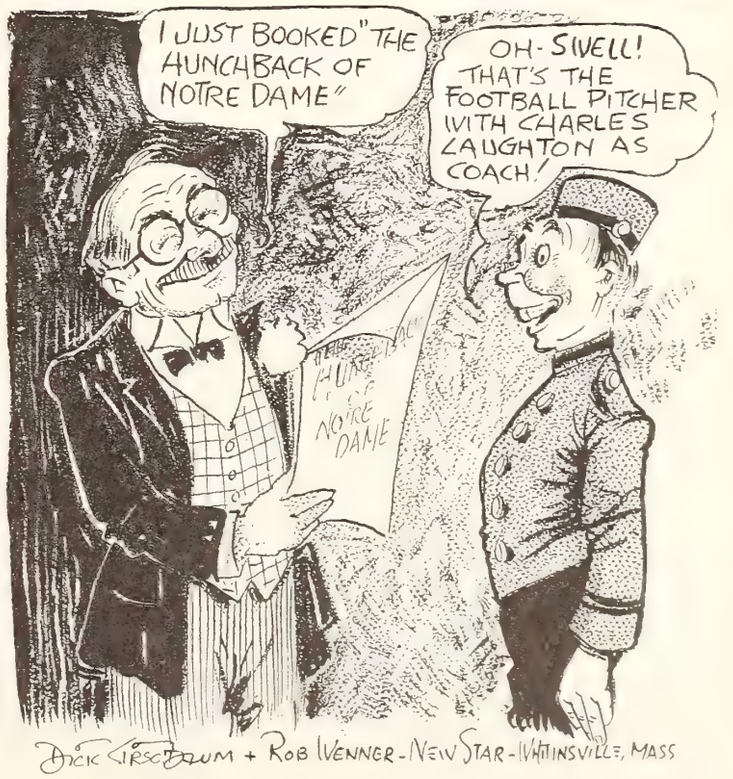
Report RKO Taking Over Six Cocalis Theatres

Negotiations whereby RKO will take over operation of six Cocalis houses in the Bronx from Springer-Cocalis are reported to be under way. It has not been learned whether the houses will be pooled with the RKO houses or whether they will be bought outright, but it is indicated that the deal will be similar to the RKO-Schine pooling arrangement in Syracuse.

Springfield Theatres "Front" Workers Organize

Springfield, Mass.—At a mass meeting here last week, approximately 100 front-of-the-house employes of Springfield theatres joined Local B-84, IATSE. Contracts with the union have been signed by the managements of all theatres in the city with the exception of Paramount and the Rifkin chain, according to John F. Gatelee, IA executive.

Dick Kirschbaum's Korner



D of J Names 500 Witnesses in Answers to Interrogatories

Judge Goddard Says Indie Exhibs Must Realize The Court Will Allow No One to Coerce Them

Denial of the Government application for an order to restrain the major defendants in the New York Equity suit from alleged attempts to intimidate Department of Justice witnesses was made by Federal Judge Henry W. Goddard this week. The decision was made without prejudice to a Government renewal of the application upon any showing that actual attempts to intimidate witnesses were being made.

When informed of Judge Knox's statement, ranking D. of J. officials expressed surprise and keen interest as to the nature of the case causing such a statement to be made. One official, although stating he knew of nothing to alter the Government's plan of preparedness to go to trial May 1, did say he knew many industry and Government conferences had been held, and added that "there is always the possibility of a settlement being presented which will meet our demands."

Five hundred prospective Government witnesses in the New York Equity action were identified in answers filed by the D of J Wednesday. The answers covering 300 pages, also listed 23 independent producers the D of J claims were forced out of the production of quality pictures.

Those said to have knowledge that certain defendants allegedly attempted to monopolize exhibition in first run theatres are listed below in answer to interrogatory 1-a—names arranged by cities where monopolies are said to have occurred (those said to have knowledge of the alleged monopolies in more than one city are listed under each such city):

Albany—Abram Stone.

Atlanta—Charles A. Adams, L. W. Carter, Jack Elwell, O. L. Gaston, Frank Harris, W. T. Murray, Claude D. Swint, George Wilby, Atlanta; Robert R. Meyer, Birmingham; C. H. Rogers, Avondale Estates.

Boston—Irving Isaacs, Max L. Levenson, Frederick E. Lieberman, Walter B. Littlefield, E. M. Loew, David Stoneham, Max Sholman, Boston; Nathan Yamins, Fall River.

Brooklyn — Julius Charnow, Samuel Rhonheimer, Rudolph Sanders, Samuel Strausberg, Brooklyn; William H. Applegate, Jr., Samuel Goodman, Albert A. Hovell, Edward L. Hyman, S. W. Kaufman, Jack La Reaux, H. Clay Miner, Charles H. Moses, Martin Newman, William Price, Fred J. Schwartz, Joseph R. Springer, New York.

Buffalo—Nicholas J. Basil, Nikitas Dipson, A. C. Hayman, Max Yellen, Buffalo.

Charlotte—Ellis Blumenthal, W. G. Carmichael, Robert F. Hofheimer, T. A. Little, Charlotte; J. F. White, Jr., Asheboro.

Chicago—Angelo Brescia, Harold Costello, Robert Farrell, Fred A. Gilford, Aaron Jones, Jack Kirsch, Edward Mager, Jack Rose, Maurice H. Salkin, Carmelo Scribno, Irving Sevin, Edwin Silverman, Harry Solomon, Leo Solomon, Emil Stern, Salvatore Tomaso, Herman Zoble, Chicago; Sam Meyers, Wilmette, Ill.

Cincinnati—Frank W. Huss, Jr., Saul H. Greenberg, Cincinnati; Harold Bernstein, Norwood, O.; Asher Mayer, New York.

Cleveland—Meyer Kaplan, Meyer S. Fine, Max Lefkowitz, Moe B. Horowitz, Perce E. Essick, Cleveland.

Dallas—L. G. Bes inger, H. A. Cole, Donald Dixon, L. L. Dunbar, O. C. Easter, Bob Euler, R. Z. Glass, Charles L. Hefley, H. C. Houston, Paul Scott, R. J. Stirnett, Dallas; R. P. Condron, Forney, Tex.; F. M. Baker, Handley, Tex.

Denver—E. B. Ellison, DeWitt C. Webber, Charles McIntire, Denver.

Houston—O. B. Birdges, J. L. Greenwood, Jack Groves, Sam Kirchheimer, T. G. Tecter, Robert Wygant, Houston.

Kansas City, Mo. — Charles Esterly, Frank C. Grubel, Emanuel Rolsky, Stanley H. Schwartz, Jack F. Truitt, Kansas City.

Los Angeles—Max Chotiner, Joe Leo, Robert Gumbiner, Joseph G. Venable, Independent Theatre Owners of Southern California, Milton Arthur, Benjamin M. Bernstein, Jack Berman, William Fox, H. W. Chotiner, R. D. Whitson, Herman Lewis, Los Angeles.

Memphis—J. J. Rhodes, West Memphis, Ark.

Milwaukee—Ross J. Baldwin, Wauwatosa, Wis.; James Boden, Wilfred Wagner, South Milwaukee; George Fischer, West Allis; Earl W. Fischer, B. K. Fischer, Andrew C. Gutenerg, J. E. Honthauer, Elmer G. Huhnke, Ernst Langemack, Harry Perlweitz, John H. Silliman, Charles Washichneck, Milwaukee.

Minneapolis — Bennie Berger, George Benz, William A. Steffes, Minneapolis.

Newark—A. Bannon, George Gold, H. A. Kirdel, M. B. Schlesinger, B. Tendler, Newark; John Firnkoess, Myron Robinson, New York.

New Orleans—E. M. Thomassie, Gretna, La.; J. L. Alsina, M. J. Brunet, R. J. Brunet, Clarence Chandler, Gustave Coats, W. A. Fonseca, Alfred E. Grosz, Frank R. Heiderich, M. S. Hemstreet, Miss E. Junqua, Bert Kiern, R. J. Langridge, Henry Lazarus, Michel Pisciatto, Frank Ruffino, W. J. Salles, Philip A. Sliman, John Winberry, New Orleans.

New York—Laurence Bolognino, John Bolte, Howard S. Cullman, Dave Rosenzweig, Joseph M. Sidler, Monroe Stein, Israel Zatkin, Bernard Zimetbaum, New York.

Omaha—Ralph D. Goldberg, Sam Epstein, Omaha.

Philadelphia—David Barrist, Allen M. Benn, Herbert Elliott, Ben Fertel, William Goldman, George T. Graves, Thomas Lazarick, David Milgram, George Naudascher, Harry Perelman, Milton Rogasner, Henry Rosinsky, Sidney Samuelson, Charles Segall, David Shapiro, Sam Somerson, William Spiegal, Columbus Stamper, Samuel Waldman. I. Yaffe, George F. Weilland, Philadelphia.

Pittsburgh—William D. Davis, Thomas A. Gilbert, Pittsburgh; Charles Morse, Boston.

Portland, Ore. — R. W. Wood, Bob White, H. J. Updegraff, C. Mitchell, Hugh McCredie, Carl Lowe, Lillian Lockwood, G. E. Jackson, William Graeper, Jr., I. Geller, William Cutts, Kenneth Cocheline, Joseph Brandt, Kenneth Ames, H. L. Aikins, Portland.

San Francisco—Joseph Blumenfeld, William Fox, John J. Franklin, Al Hixon, H. LeBallister, Allen Lee, H. S. Levin, N. Mamler, M. L. Markowitz, Charles G. Michaels, George Nasser, Charles E. Petersen, San Francisco.

Seattle—J. Von Herberg, LeRoy V. Johnson, Seattle.

St. Paul—Bennie Berger, William A. Steffes, Minneapolis; Howard Dale, Milton E. Montgomery, Joseph Friedman, St. Paul.

Washington—Fred S. Kogod, Charles H. Oliver, William E. S. Wilcox.

Interrogatories 3, 4, 5

Answer to interrogatories that defendants excluded from exhibition in first-run metropolitan theatres operated by defend-

(Continued on page 15)

TELEPHONE, TELEPHONE



Jack Schlaifer, Vice-President and General Western Sales Manager of United Artists, and J. J. Milstein, Eastern Representative for Edward Small Productions, joined in a coast-to-coast round table telephone discussion with all Western Branch Managers of United Artists. They discussed plans for launching My Son, My Son! and broadcast the great news to the men in the field, the marvelous reviews accorded My Son, My Son! at both the Hollywood and New York previews on Tuesday.

N.W. Allied Hits 16 Free Shows

Cancellation Privileges Also Discussed at Minn. Meet

Minneapolis—First day of Northwest Allied Theatre Owners Ass'n convention at the Nicollet Hotel here was devoted mainly to the topic of free shows, with exhibitors who are worried about this type of competition deciding to make an attempt to prevent major film companies from releasing their pictures for 16 mm. reduction and subsequent free shows. An effort will also be made to try to eliminate schools from competing with theatres by showing features, newsreels and short subjects at cut-rate prices.

With Ben Ashe, secretary, presiding, the first day was attended by over 100 persons representing 150 theatres. The board of directors approved the financial statement, and a telegram was sent to the organization's president, "Al" Steffes, confined in a Washington, D. C. hospital, wishing him a speedy recovery.

On the topic of cancellation, the exhibitors made it plain they want cancellation privileges on all picture groups, and also want the producers to put their pictures in the bracket where they belong and to keep them there. Demanding cancellation privileges in each group as stated in a statement made by Herman Wobber, 20th-Fox sales manager, a telegram was sent to Wobber, the exhibitors claiming that the local 20th-Fox exchange is not abiding by that policy. Also under discussion was the forcing of shorts and newsreels with features.

LONDON OBSERVATIONS

by Jock MacGregor

Bad weather handed the box-office a belting . . . Nobody wanted to venture forth on the dark cold evenings . . . Only the coal shortage could get them to the best shows . . . but generally agreed is the fact that war has not hit the cinema in the way that all thought it would . . . Despite less money to spare, everybody must have entertainment . . . The only trouble is that the theatre is reaping the profits . . . "Leg" shows and musicals are coining the dough . . . There is a lot of talk, but more inaction regarding film production . . . GB is busy producing for 20th Century-Fox, GFD (Universals' British distributors) and MGM . . . JOHN CORFIELD is making some big stuff for Anglo-American release . . . the BOULTING twins are filming "Pastor Hall" with WILFRID LAWSON, the dustman in "Pygmalion" . . . MGM is readying "Busman's Holiday" for which Robert Montgomery has arrived safely . . . PASCAL has "Major Barbara" all set . . . DAVID ROSE will be bringing some big names over for some interesting pictures . . . It looks as though the studio people will be able to buy their rations again . . . FRED THOMAS who left Paramount some time ago to become a director and "gossiper" on *The Cinema*, British film daily, gets the job of 20th Century-Fox publicity director which was formerly held by the late ROY SIMMONDS . . . A new face to the ranks of publicists is JOHN SPECTERMAN at GFD . . . He is still feeling the way, but is settling down nicely and getting to know the boys . . . The Embassy, a repertory house, holds its first premier at the end of the month . . . an interesting line-up of French product has been arranged.

1939 Academy Awards

Most outstanding picture of the year—"Gone With the Wind," Selznick International.

Best performance by an actor—Robert Donat in "Goodbye, Mr. Chips," M-G-M.

Best performance by an actress—Vivien Leigh in "Gone With the Wind."

Best performance by an actor in a supporting role—Thomas Mitchell in "Stagecoach," Walter Wanger.

Best performance by an actress in a supporting role—Hattie McDaniel in "Gone With the Wind."

Best achievement in directing—Victor Fleming in "Gone With the Wind."

Best written screen play—Sidney Howard for "Gone With the Wind."

Best original motion picture story—Lewis R. Foster for "Mr. Smith Goes to Washington," Columbia.

Best achievement in art direction—Lyle Wheeler for "Gone With the Wind."

Best achievement in film editing—Hal Kern (supervisor) and James Newcom for "Gone With the Wind."

Best achievement in sound recording—Bernard B. Brown for "When Tomorrow Comes," Universal.

Best achievements in cinematography—Black and white, Gregg Toland for "Wuthering Heights," Samuel Goldwyn; color, Ernest Haller for "Gone With the Wind."

Best achievements in music—Best original score, Herbert Stothart for "The Wizard of Oz," Metro-Goldwyn-Mayer; best scoring, Richard Hageman, Frank Harling, John Leipold and Leo Shuken for "Stagecoach," Walter Wanger; best song, "Over the Rainbow," composed by E. Y. Harburg and Harold Arlen for "The Wizard of Oz," M-G-M.

Short subjects—Cartoons, "The Ugly Duckling," Walt Disney; 1,000 feet or less, "Busy Little Bears," Paramount; 1,000 to 3,000 feet, "Sons of Liberty," Warner Bros.

Special effects—Fred Sersen and E. H. Hansen for "The Rains Came," 20th Century-Fox.

Too Many Husbands

(Hollywood Preview)

Col. Comedy 82 mins.

(Nat'l Release, March 21)

Cast: Jean Arthur, Fred MacMurray, Melvyn Douglas, Harry Davenport, Dorothy Peterson, Melville Cooper, Edgar Buchanan, Tom Dugan. **Credits:** Screenplay by Claude Binyon based on the play by W. Somerset Maugham. Photography, Joseph Walker. Film Editors, Otto Meyer, William Lyon. Art Director, Lionel Banks. Musical Director, M. W. Stoloff. Producer-Director, Wesley Ruggles.

Plot: Jean Arthur has been married to Melvyn Douglas for six months, when her first husband, Fred MacMurray, Douglas's partner whom they believed dead, returns to claim his wife. Both men are in love with Jean and neither wants to step out and leave her to the other man, so they both stay at the house until she can decide which one she wants. They get tired of waiting, especially after they find out that Jean has promised each one that he is the man she wants, so they go off together, for a night, and leave her alone. Her father, Harry Davenport, tries to step in and save the situation, but it is only after the authorities become wise and arrest Jean for bigamy, that Jean is told by the court, that she is still legally married to MacMurray and Douglas is given the gate.

Comment: An absolutely perfect combination of players in a sophisticated hilarious comedy, makes this another winner for Columbia and another boxoffice hit. It's a modernized comedy version of "Enoch Arden" with never a dull moment from beginning to end and the excellent direction of producer-director, Wesley Ruggles, makes the most of the rip-roaring lines and screwy situations to keep the film going at a fast and furious pace. It is bound to convulse any audience and how they'll love it. Is a natural for the women and on that premise should create plenty of word-of-mouth advertising in its own behalf. The three top players, Jean Arthur, Melvyn Douglas and Fred MacMurray are so splendid in their performances that they make much of everything. Worthy contributions in supporting parts are capably handled by Harry Davenport, Dorothy Peterson and Melville Cooper. Much credit is due Claude Binyon for a swell screenplay and M. W. Stoloff for the musical scoring. The title lends itself to a swell series of teaser ads and mailing cards. Folder type herald imprinted "What I Know About Husbands," with the word "Plenty" on the inside, could be distributed by pretty girls. Advance showing for women's clubs should be arranged with newspaper cooperation. **(ADULT)**

Catchline: "She had one husband too many."

AUDIENCE SLANT: A SOPHISTICATED HILARIOUS COMEDY THAT IS BOUND TO CONVULSE MOST AUDIENCES.

BOX OFFICE SLANT: IS A NATURAL FOR THE WOMEN AND ON THAT PREMISE SHOULD CREATE PLENTY OF WORD-OF-MOUTH ADVERTISING.

Three Cheers for the Irish

WB Comedy-Drama 100 mins.

(Prod. No. not set, Nat'l Release, March 16)

Cast: Priscilla Lane, Thomas Mitchell, Dennis Morgan, Alan Hale, Virginia Grey, Irene Hervey, William Lundigan, Frank Jenks, Henry Armetta, Morgan Conway, Alec Craig, J. M. Kerrigan, Cliff Clark, William Davidson, Joe King. **Credits:** Directed by Lloyd Bacon. Executive Producer, Hal B. Wallis. Associate Producer, Sam Bischoff. Original screenplay by Richard Macaulay and Jerry Wald. Photographed by Charles Rosher.

Plot: Hoping for a promotion, Mitchell, an Irish cop, is instead retired after 25 years in the service. His natural hatred for the Scotch and the fact that Morgan has taken his place on the force make the young Scotsman his natural enemy. While Mitchell campaigns for the office of alderman, Morgan pays court to Priscilla Lane, one of Mitchell's daughters, and marries her in secret. When the old man hears of it, he orders her out of his home. Meanwhile, he wins the campaign for alderman. On Christmas Day, when he learns Priscilla is in the hospital awaiting the birth of a child, he races for the maternity ward. There, following the birth of twins, Mitchell and Morgan forget their prejudices and make up.

Comment: Here's an hilarious, down-to-earth comedy that's destined for an enthusiastic reception from audiences everywhere. Its ingredients of laughter, romance and Scotch-Irish rivalry make it a field day for the whole family. There are moments of pathos, too, during which one finds himself laughing while brushing away a tear. The picture belongs to Thomas Mitchell, of course, who again proves his versatility by virtually living the role of the lovable old Irish policeman whose reward for 25 years of service is retirement and a pension. Heretofore filling only comparatively minor roles, Dennis Morgan is as refreshing as his Scottish brogue. Performances of the supporting cast are so uniformly good that it would be difficult to single any one out for special mention; rating orchids are Priscilla Lane, Alan Hale, William Lundigan, Frank Jenks, Virginia Grey and Irene Hervey. Lloyd Bacon's direction makes the lengthy running time seem much shorter, with the film's conclusion holding one of those surprise situations that leaves the audience laughing. If you can get a St. Patrick's Day booking on this, you've got the perfect show for your patrons and a "natural" for exploitation. But on any other day, for that matter, it's excellent entertainment. Use shamrock designs for your lobby panels and displays. Conduct a newspaper contest for the best Irish jokes. If possible, overprint the title in green on local newspapers. **(FAMILY)**

Catchline: "Three cheers for the comedy that'll roll you out of your chair."

AUDIENCE SLANT: SURE AND THEY'LL EAT IT UP.

BOX OFFICE SLANT: WITH THE BENEFIT OF A THOROUGHGOING CAMPAIGN, WHICH IT DESERVES, IT SHOULD DRAW WELL.

House Of The Seven Gables

(Hollywood Preview)

Univ. Drama 88 mins.

(Prod. No. Not Set, Nat'l Release, April 12)

Cast: George Sanders, Margaret Lindsay, Vincent Price, Dick Foran, Nan Grey, Cecil Kellaway, Alan Napier, Gilbert Emery, Miles Mander, Charles Trowbridge. **Credits:** Director, Joe May. Screenplay by Lester Cole, adapted by Harold Greene, based on the novel by Nathaniel Hawthorne. Photography, Milton Krasner. Art Director, Jack Otterson. Film Editor, Frank Gross. Associate Producer, Burt Kelly.

Plot: During a quarrel between Vincent Price and his father, the father is smitten with the Curse of the Maules and in falling strikes his head against a desk. George Sanders, Price's brother, believing a treasure is hidden in the house and wanting to dispose of Price, accuses him of murder, and although Margaret Lindsay pleads with him to tell the truth, Price is sent to jail. Margaret inherits the house and becomes a recluse, taking in boarders to pay expenses. Twenty years later, Price is released from prison and the money-mad Sanders attempts to have him declared insane. During an altercation with a man whom he has cheated, the man shoots himself and Sanders, caught in the same trap that convicted his brother, signs the document that clears Price's name. As he signs, he is smitten with the family curse.

Comment: A combination of fine direction, excellent trouping and an above the average screenplay, are responsible for a film outstanding in the horror-mystery class. Although the story is very sombre, dealing as it does with a deadly curse, the way Director Joe May has moulded his characters into real humans, has much to do with the entertainment value of the picture. Standout performances are delivered by Margaret Lindsay, George Sanders and Vincent Price; while the supporting cast give

(*Continued on page* 17)



Program Exchange

Community Magazine Comes from Rankin, While Texas Showman Stages Midnight Leap Year Show

TWENTY-NINE days hath February in Leap Year. But no matter what the year, March always has thirty-one. That makes sixty days for the two months. Now why didn't they divide them in half and give each month thirty days? That question is almost as difficult to answer as "Why don't more members send us their programs?" True, we have a large representation, but we know full well there are others who never send us any. We'll bet these members place their programs on a stand for patrons to pick up—either pick them up or not get any. But then, perhaps, we're a little too severe, and since we never get angry, we can't continue in this frame of mind.

In a community magazine, *Kent,* forwarded us by Harland Rankin, manager of the Plaza Theatre, Tilbury, Ontario, we note a list of Plaza attractions. We imagine *Kent* is to Tilbury and surrounding territory what the *New Yorker* is to New York and surrounding territory. The front page each week features the photograph of a beautiful local girl, tagged "Kent girl." Contents consist of subjects of interest to everyone—an article about a private secretary, another about the modern salesman, a female fashion plate, a column on books, etc. Quite a nifty little magazine it is, and the copy we have on hand contains 24 pages.

"Watch Yourself" Column

Something that interests us, and should be studied by yourself and members of your house staff, is a column headed "Watch Yourself." There are 14 points, and if Rankin will get us permission to do so, we will reproduce them in this department in the near future. How about it, Harland.

Before we leave Rankin, we want to mention another publication he sent us. Because our French isn't so good this season, and since the booklet is printed almost entirely in French, we're a little perplexed. However, we understand Rankin's ad which says: "Compliments de Plaza Theatre, Tilbury, Ontario." That "de" means "of." Who said we didn't know a little French? Oui! Oui!

Do you suppose anyone in your town collects programs as a hobby? We know a fellow—a fellow, by the way, who really gets around—and he has programs from not only the theatres in his own city, but from other cities as well. In fact, he has so many he can hardly find room for them, and his distressed wife threatens to throw them out. Now what are we leading up to? Simply the fact that someone or other in your town has a large collection of programs, dating perhaps, several years back. Why not conduct a search for these collectors, and if enough respond, offer prizes of cash or theatre tickets for the largest and most varied collection? Besides displaying them, you could get some good ideas for your own use. It's not such a bad idea.

When Manager W. S. Samuel of the Rex Theatre, Arp, Texas, sent out cards announcing his showing of the Joe- Louis-Arturo Godoy Fight Pictures, he provided a score card on which patrons could "keep your own score round by round . . . be your own judge . . . get a ringside seat." Circus heralds went to every section of the county advertising the pictures.

Always Something Clever

Samuel seems to always inject something clever into his programs. This week he gives "Leap Year Advice to the Lovelorn," and he urges them not to "fall desperately in love, propose, get engaged, middle aisle it, try to live on a small salary, try a career, build up to a terrific letdown, separate or pfftt (puh-lease don't), not to do another rattle-brained thing" until they've seen "every single picture this week at the Rex." Now we ask you, how could anyone fall in love before going to the Rex, when confronted with an appeal like that?

And another thing we liked was Samuel's Leap Year Midnight Show. The attraction was "Oh, Johnny, How You Can Love," and the procedure for that evening was that the girl should call the boy and ask him for a date, pick him up, and pay his way to the show. "Girls, get your man," Samuel warned, "Call him now; make a date." Gosh, things weren't like that when we were young. Wonder how many other exhibitors had the foresight to plan a similar show with the same conditions?

One large circus herald served to plug the attractions at both the Wallace and Rose theatres in Levelland, Texas. There was certainly an array of swell pictures on tap at the houses, and we'll bet our hat (it's very dear to us, too) that plenty of people showed up after assimilating the herald's contents. Looking at The Reminder, the theatres' mimeographed publication, we note another of those "Confucius Say" things. It seems that the old philosopher once said: "Maybe reason so many West Texans want to see 'certain' movie . . . because they've seen so much of their soil 'gone with the wind'." Since this guy is so popular, why not offer a dollar or more for every "Confucius Say" accepted for publication in your program? We want to be the first contributor, although we don't wish a prize if our entry is accepted. "Confucius Say: 'Man who never go to movies think 'four feathers' a millinery decoration."

We wish to acknowledge programs from Pearce Parkhurst, Michael J. Carroll, Sidney Poppay and several other members. We must stop now, until next week.



Grott Arouses Public's Curiosity

The clever front page of the program on the left arouses one's curiosity and causes him to open it up to learn the name of the attraction. At the right is a sort of bookmark advertising Paramount's "Remember the Night," the picture, incidentally, which is referred to on the program. Both are from Harold Grott, Met Theatre manager in Baltimore.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....

Showmen's Parade

AL ROSEN, manager of Loew's State on Broadway, New York, recently returned to his job too soon after a few surgical repairs and accordingly has to take a leave of absence. EDDIE BURKE, manager of Loew's Melba, Brooklyn, will pilot the State while AL is recuperating. BURKE is a former assistant at the State and before that was house manager at the Roxy.

EMMANUEL C. PEARLSTEIN has been appointed director of advertising and publicity for Warner Theatres in Ohio, succeeding the late SIDNEY DANNENBERG. DAVID BACHNER will be his first assistant and ARNOLD NATHANSON, second assistant. BACHNER in addition will direct the Hippodrome, ace Warner Cleveland house.

HERBERT LEVY, manager of the Empire Theatre, Glens Falls, N. Y., has been transferred to the Strand in Hudson Falls. GARSON JAFFA, manager of the Strand, went to the Schine at Cortland, N. Y., and LEE STERN of Rochester took over the Glens Falls spot.

HAROLD HELLERICH, former manager of the Varsity Theatre, Lincoln, Neb., is now managing the Dundee in Omaha for the Goldberg Circuit.

BEN SCHWARTZ, managing director of the Mozart, State and McKinley Theatres in Canton, Ohio, has resigned.

WILLIAM BROCK, formerly manager of the Majestic Theatre, Detroit, is now handling the Rainbo for the Broder Circuit. EDDIE JACOBSON, who formerly held the post is now managing the Harmony for the Krim Circuit.

NEVINS LYNN, former manager of the World Theatre, Kearney, Neb., has taken over the Iowa end of Central States Theatres' string. MAYNARD NELSON, who has been at the Granada, Norfolk, replaced him in Kearney.

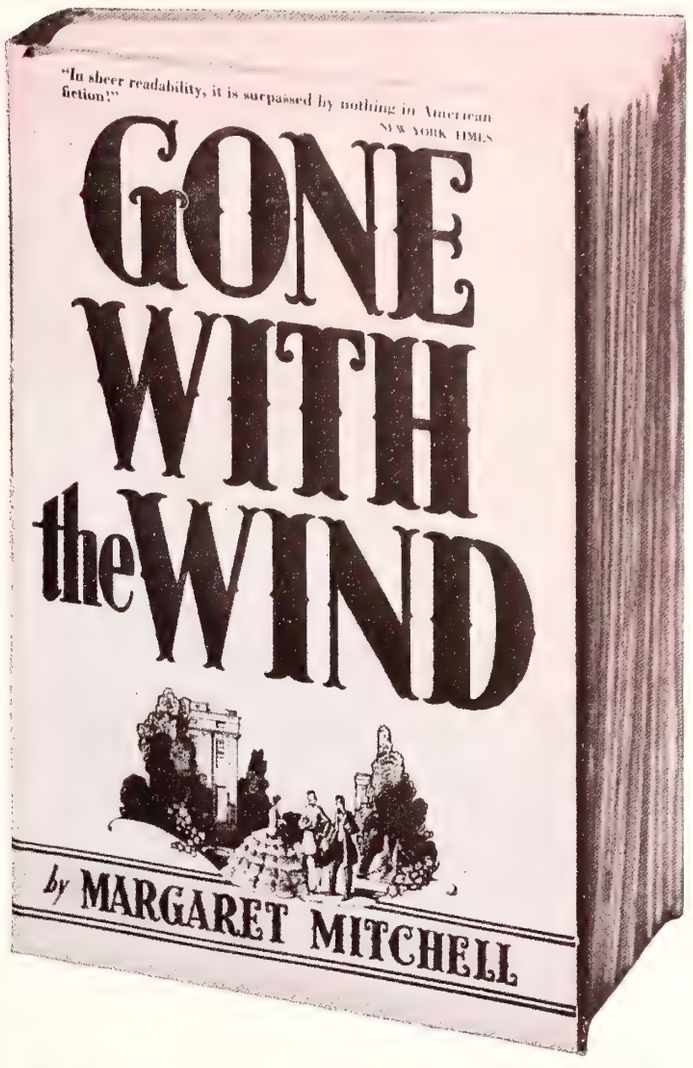
BILL CROSBY is the new manager of the El Rey Theatre of the Golden State Circuit in San Francisco.

JOHN A. McLEOD, Jr., has been transferred from the managership of the Strand in Pine Bluff, Ark., to the Ritz, McGehee. RALPH LEHMAN of Little Rock succeeds him at Pine Bluff.

OSCAR PERRIN has been transferred from Harmanus Bleecker Hall in Albany to the Grand Theatre. GEORGE SEED, formerly manager of the Colonial in Utica, succeeds him.

GERRY DOIG, manager of the Dallas Theatre, Fordyce, Ark., has been transferred to Waldron, Ark. He is succeeded by LEW STOCKER of Hobbs, N. M.





TEN CONGRATULATIONS MR. SELZNICK

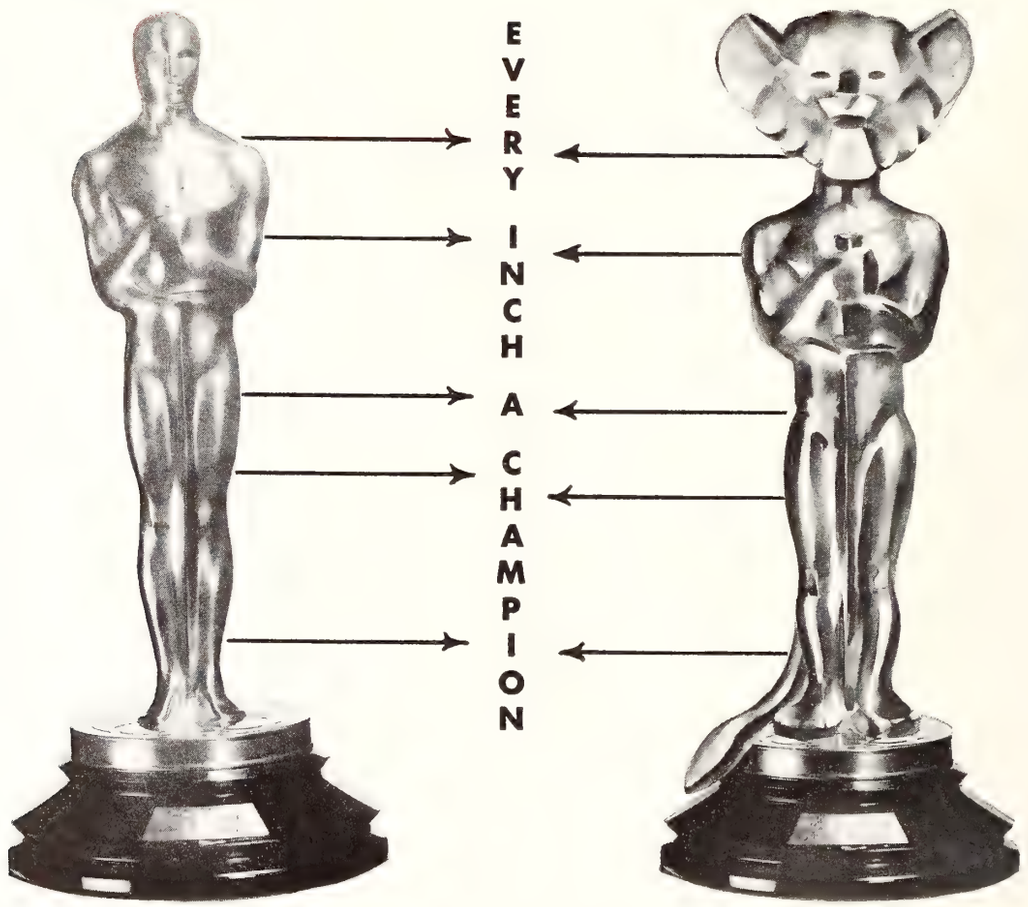
and Selznick-International!

The Academy Awards to your organization are the Talk of the Industry. M-G-M, as the distributor, is proud of the privilege to serve your great production.

(over)

THE PERFECT FIGURE

OSCAR AND LEO



M-G-M gratefully acknowledges its new Academy Awards: Best Male Performance: Robert Donat in "Goodbye Mr. Chips". Best Original Musical Score: Herbert Stothart's for "Wizard of Oz". Special Award to Judy Garland for outstanding performance of juvenile roles. Today M-G-M gets Academy Awards—yesterday it was 600 Film Critics of America who heaped honors on Leo; before that it was *Film Daily's Ten Best*, and *Quigley's Box-Office Champions* and *Variety* and *Box-Office Magazine* and all the others! We're happy to merit these annual tributes, but we're proudest of the golden rewards that come to *your* box-office every day in the year when you play M-G-M pictures!

PRINTED IN U.S.A.

Selling the Picture

Horror Houses Want Flowing Gore, Action

Remember when they used to call the theatre around the corner the "bucket o' blood"? In those days, and the same thing is true in many situations today, these houses always featured blood-and-thunder western melodramas.

We were reminded of those old days when we glanced at a column on the amusement page of *The Pittsburgh Press* which tells about the Barry on lower Penn Avenue—a theatre that's a veritable "house of horrors." Only film dramas that "curl the spine and agitate the corpuscles" are permitted at the Barry. There are no "problem" plays, no high-brow themes—just a lot of action, gunfire, flowing gore and horror. Of course, the patrons will stand for a scene or two of romancing, but much sterner stuff had better follow, and pronto, too.

If a "weak sister"—a picture in which only a couple of murders figure—slips by, Manager Manny Greenwald "is so stricken with remorse and shame that it takes all his will power to prevent him from making blanket apology to the disgruntled customers and returning their money." The "death" rate daily at the Barry, says Columnist Kaspar Monohan, is appalling. It is perhaps second only, as far as his knowledge is concerned, to that of the Rialto on Broadway in New York. And the favorite movie star is Boris Karloff. The patrons like "double gaspers"—that is, two horror films on one bill.

Yes, the "bucket o' blood" still lives.

Staff Stencils Sidewalks

Members of the staff of the Fairfax Theatre, Los Angeles, assisted Manager Mort Goldberg on stenciling on neighborhood sidewalks, a letter at a time, the words "Garbo Laughs in 'Ninotchka'." Naturally, the stunt attracted plenty of attention.



At Fort Wayne GWTW Opening

Mrs. Helen Quimby, owner of the Quimby Theatres of Fort Wayne, Ind., is shown with Wade W. Willman, MGM's Indianapolis branch manager, at the opening of David O. Selznick's "Gone With the Wind" at the Emboyd recently. The opening was climaxed with a GWTW Ball staged by the local Art League. A terrific exploitation campaign which included merchant cooperation, contest for a local Scarlett O'Hara, display of the original GWTW costumes modeled by society girls, and a brilliant Hollywood premiere, was staged for the event.

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Abe Lincoln in Illinois	Mar.	2
Allegheny Uprising	Nov.	4
Amazing Mr. Williams	Nov.	18
Another Thin Man	Nov.	25
Balalaika	Dec.	30
Brother Rat and a Baby	Jan.	13
Charlie McCarthy, Detective	Dec.	23
Congo Maisie	Jan.	20
Destry Rides Again	Dec.	16
Earl of Chicago	Jan.	6
Fighting 69th	Jan.	27
First Love	Nov.	11
Geronimo	Dec.	30
Great Victor Herbert	Dec.	23
His Girl Friday	Jan.	13
House Across the Bay	This Issue	
Hunchback of Notre Dame	Dec.	30
I Take This Woman	Feb.	3
Joe and Ethel Turp Call On The President	Dec.	9
My Little Chickadee	Feb.	24
Ninotchka	Nov.	4
Northwest Passage	Feb.	24
Reno	Dec.	2
Secret of Dr. Kildare	Nov.	18
Swanee River	Jan.	6
Swiss Family Robinson	Feb.	10
That's Right, You're Wrong	Nov.	25
Vigil in the Night	Feb.	17

Tieups and Contests Exploit "Passage"

Within a few minutes after completion of the first showing of "Northwest Passage" at its recent world premiere in Boise, Idaho, several hundred film executives and newspaper editors throughout the country had been informed direct from the Pinney Theatre lobby by Postal Telegraph Preview Service of the particulars of the opening and comments on the picture made by some of the celebrities who attended. Postal representatives obtained and wired endorsements from Gov. C. A. Bottolfsen of Idaho, Mayor J. L. Straight of Boise, Senator Carl Brown, Postmaster Harry L. Yost and the editors of Boise's daily newspapers to all trade journals and to newspapers in every Loew city as well as circuit heads and Loew-MGM executives and branch and district managers throughout the country.

One of the highlights of the advance campaign was a contest conducted by the *Capital News* to discover an Idaho girl whose looks, personality and physical measurements most closely approached those of Ruth Hussey, who has the leading feminine role in "Northwest Passage." The contest was state-wide, and the winner acted as official hostess the night of the premiere, wearing one of the costumes used by the actress in the film.

Union Pacific made special arrangements for transporting citizens within a hundred-mile radius of Boise who planned to attend the premiere, offering special rates and adding trains for the convenience of out-of-towners visiting Boise for the occasion.

Another contest was participated in by all the high school students of the city, who joined in a parade the afternoon of the opening to welcome MGM's Hollywood delegation of Ilona Massey, Nat Pendleton, Isabel Jewell, Virginia Grey and Alan Curtis. During the parade the boys and girls wore home-made costumes of the film's period, and a boy and girl were selected by the visiting stars to be guests of honor that evening.

A number of costumes used during the filming of the picture were brought to Boise and displayed in leading department stores for a week before the opening.

MGM Contest Covers All 1939-40 Releases

Metro-Goldwyn-Mayer has extended its $10,000 exploitation contest for independent exhibitors in the United States and Canada to embrace all of the company's 1939-40 releases, it has been announced. Original closing date of the contest was March 1 and included all M-G-M productions released between Sept. 1, 1939 and December 31, last.

More than 3,000 exhibitors already have signed entry blanks, indicating the company's most successful industry contest.

Plans to continue the contest resulted from numerous requests for an extension of the closing date on the part of exhibitors whose bookings of contest films were moved beyond March 1 because of their first-run "Gone With the Wind" playdates.

Exhibitors may submit campaigns on one or more of M-G-M's complete 1939-40 release schedules, it is pointed out. Among exploitation "naturals" released since Jan. 1 and not previously eligible are "The Shop Around the Corner," "Broadway Melody of 1940," "Northwest Passage" and "Young Tom Edison."

There will be identical prizes for first-run and subsequent-run exhibitors, with first place in each category winning $2,500; second, $750, and third, $500. There will also be 100 additional prizes of $25 each for runners-up in both sections.

Entry blanks are available at all of the company's exchanges. M-G-M has prepared a special campaign book which is being distributed gratis and which is the only scrap book acceptable in the contest, a departure from previous industry competitions. The book contains all contest details as well as sufficient blank pages for complete itemization and inclusion of promotion data, thus eliminating the likelihood of entries being judged on presentation rather than content. "What you did counts—not merely the way you present it," is the basis of the contest.



"THE HOUSE ACROSS THE BAY"

An STB Showmanalysis (REG. U. S. PAT. OFF.)

IT'S an old axiom in the show business and most particular in the selling of pictures, that if you sell the women on any attraction and sell them successfully, your attraction is a success. It has often been proved that the majority of the movie money is spent by women or at least at women's instigation. Now it's not always easy to find a woman's angle to a picture. But in this Showmanalysis, you will readily see that the woman's angle predominates and that it is the most outstanding.

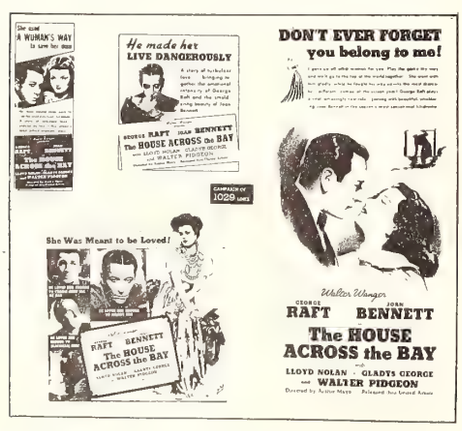
"House Across the Bay" is definitely a woman's picture. In the first place, its story is obviously geared for women's interest. It's the story of a young girl flung suddenly from her ordinary, everyday life into wealth and then just as suddenly tossed back on her own resources. And besides that there's a tangled problem in love to deal with.

Just to start with (because they have broken ahead of your engagement) there are a number of tieup ads featuring Joan Bennett. Chesterfield is using a series of ads featuring the star and so is the Standard Oil Company of Indiana. The service stations of this company are giving away free autographed prints of Miss Bennett. You can tie up with these stations by promoting still displays from the picture, etc.

Special Jewelry Tieup

Then there's a jewelry tieup of which you can take advantage any time. A well known novelty jewelry firm has made up "Chula Chihuahua," inspired by the Rhumba number of that name performed by Miss Bennett in the picture. The star has also given a release to Roman Meal Bread. Grocers handling this product have window strips, counter cards, etc., and will tie in with your advertising campaign.

In this picture, Joan Bennett sings—a new departure for her. There are three hit songs offering you the opportunity for plugs in music stores through displays of the sheet music which bears a picture of George Raft with Miss Bennett and the title of the picture. There are special covers available for display purposes.



Here's an ad campaign of exactly 1029 lines. If you know your line rate, you have here a complete campaign for "House Across the Bay." There are four other similar campaigns, two smaller and two larger. You pays your money and you takes your choice—but you'll get your money's worth.

In addition, you should arrange with local dance bands in hotels, night clubs and at private parties to play the songs together with the announcement that they are from "House Across the Bay" and your playdates. Be sure to give the songs a heavy plug over the radio, too.

We mentioned before that Miss Bennett does the rhumba in one sequence. There's a newspaper strip available in mat form which you can plant with your local sheet which gets over this idea very effectively. Incidentally, if you are making much of the novelty jewelry tieup, this strip can be used for special broadsides or heralds.

Women are always interested in beauty hints of most any kind but especially the personal kind. With this in mind, you can use the Woman's page feature which is running in papers subscribing to King Features Syndicate on March 18. You may have the art for your local paper if it does not subscribe for release after April 1. This feature shows the various points of Miss Bennett's makeup and the reasons for it. It's sure-fire stuff for the women.

Unusual Ad Program

The advertising available on this picture has one unusual angle. United Artists has prepared complete campaigns for certain budgets. It's very easy to take any one of these, multiply the lineage by your rate and in a moment you can have a campaign mapped out on your own angle for whatever you want to spend. The ads all build, with the smallest running first and the largest primed for opening day.

The love interest in the picture suggests the possibility of a letter planted in the "Advice to the Lovelorn" column, in which the writer puts herself in the position Joan Bennett finds herself in the picture. The columnist's advice can refer to the picture and suggest that her readers see it for the best answer to the question.

Letter contests are popular with many exhibitors as a means of advertising and exploitation. A number of interesting ones are suggested by "House Across the Bay." Among them are those which a woman can answer stressing the romantic angle—another way of playing up to the women for your audience on this picture.

One of the most interesting and at the same time humorous contests suggested for selling through the newspaper is "The Ten Best Ways to Win Your Girl." This is suggested by a scene in the picture where Walter Pidgeon takes Joan Bennett for a ride in an airplane and she falls in love with him. You might give a number of humorous suggestions to lead off the contest, and the newspaper could further embellish this with stories of prominent men in town and how they won their wives. Suitable prizes could be awarded to the most original answers to the question.

In addition to all these suggestions, all the usual avenues of exploitation are open to you, of course. The radio should be especially useful, because of the music as well as the other ordinary plugs you can give it. The lovelorn column letter suggested earlier can be used over the radio equally well. There's a 15-minute disk dramatization of the picture which many stations might be glad to have.

A pet show might be a good way of tieing up the picture, putting it across to the public with stills of Joan Bennett with a Chihuahua, the smallest dog, and a Great Dane, the largest, both of which are available in the exchanges. Or, if you feel that the pet show would be impractical, at least don't fail to take these stills to local pet shops for window display purposes.

Another stunt, which can be used on this picture as well as any other, is to offer a prize to the candid camera fan who can take the best picture of the action on the screen during the unreeling of "House Across the Bay." Your offer should provide that the photos must be taken on the first day of the run and submitted for judging on the last day, thus giving you plugging for both the first and last days of the run.

In the picture, George Raft is prosecuted for violation of the income tax laws. When this appears, it will be just a few days before the income tax is due, but interest in it will linger some time afterward. Therefore, you can get the local Federal officials to comment on the picture and their comments can be used as a background for a newspaper story on the income tax laws.

However, as we said earlier, the best angles of all are those which appeal to the women. Get them in and your audience is guaranteed.



The still above can be used in a number of ways. We have chosen it to illustrate this page so that you will be more firmly impressed with the fact that the romance in the picture must be sold—and sold heavily. This still can be blown up and used as a cutout. It can be the illustration for many of the ads you make up yourself and can also be used in programs, etc.

Screenplay by Kathryn Scola. Original story by Myles Connolly. Directed by Archie Mayo. Produced by Walter Wanger.

A WOMAN'S PICTURE, IT HAS PLENTY IN IT TO SELL THE FEMMES



The art from the 24 sheet makes this excellent display for your marquee when cut out and mounted in this manner. For animation, hinge the Bennett figure so that it rocks from side to side.

D. of J. NAMES 500 WITNESSES FOR GOVERNMENT vs. MAJORS

(Continued from page 6)

ts, product of other producers or distributors, listed the following:
. E. Chadwick, Chadwick Productions; uis Weiss, Weiss Productions, Inc.; arry S. Webb, Reliable Pictures Corp.; W. Hackel, Supreme Pictures Corp.; thur Alexander, Colony Pictures; Clifd Sanforth and Harry Spitz, Cameo ctures and Imperial Corp.; John N. icks, Academy Pictures, Inc.; R. N. ke, International Film Studios; Leslie nmons, Excelsior Pictures Corp.; Eman-l Cohen, Major Pictures Corp.; Fred tter, Futter Productions, Inc.; Nat vine, Caje Co.; Maury Cohen, Invincible ctures Corp.; Carl Lesserman, Grand tional Distributing Corp.; Samuel Katzan, Victory Pictures Corp.; Boris Petff, Boris Petroff Productions; Harold wis, B. F. Zeidman Productions; Leo McCarthy; Edward J. Peskay; Russell ack; Phil Goldstone; E. B. Derr, Crestnt Pictures Corp.

First Run Monopoly Alleged

Under interrogatory 8-a, the answers ted the following as said to have knowlge that defendants have allegedly mopolized first runs.

Alabama—W. E. Bruce, Selma; D. E. nder, Opelika.

Arizona—Robert F. Killeen, Phoenix; ick Diamos, Frank Diamos, Tucson.

Arkansas—M. J. Kilbourn, Bentonville; V. McGinnis, Hope; Saul Harris, Eune T. Oliver, Little Rock; F. J. Daughty, West Helena; J. J. Rhodes, West emphis.

California—Richard L. Bare, Carmel; illiam J. Fahey, Compton; G. W. Page, xeter; David L. Loew, Hollywood; Steve horak, Mount Shasta; L. L. Bard, Pasdena; W. H. Braman, San Bernardino; . B. Levin, Sam Mateo.

Colorado—H. E. Gollogher, Durango; A. . Beezley, Littleton; J. J. Goodstein, ongmont.

Connecticut—William Brown, Edward J. eskay, Greenwich; E. M. Loew, Boston, lass.

Delaware—A. J. Belair, Harry Bruaker, Wilmington.

Florida—Robert H. Bordman, St. Petersurg; Harry Bott, Miami; Mrs. Jessie lae Browne, Bradenton; Mrs. Jessie Mae rowne, Palmetto; J. E. Churchwell, Panna City; Aaron Courshen, Miami Beach; ohn A. Cunningham, Miami; N. V. Darcy, Tampa; Louis Goodbread, Lake Worth; B. E. Gore, Tampa; B. L. Hall, eland; D. V. Marquis, Fort Pierce; Harow Merryday, Palatka; Sidney Meyer, Miami; M. C. Moore, Jacksonville; H. itman, Clearwater; Guy M. Ragan, Saraota; Erwin Reiss, St. Petersburg; W. J. tewart, Palmetto; Charles Walder, Herman Weingarten, Miami.

Georgia—O. L. Gaston, Atlanta; Mrs. T. . Liggett, McRae; Frank Plaginas, ainesville; Wallace Smith, Jr., Barnesille; Fred G. Weis, Savannah.

Idaho—A. C. Gordon, Boise, Idaho; A. . Cowan, Caldwell; Paul De Mordaunt, Hugh Drennen, Joseph George, Albert Hager, Idaho Falls; Herman J. Brown, Nampa, Idaho; N. B. Gressman, Harry . O'Leary, Pocatello.

Illinois—Joseph Desberger, Alton; Noah Bloomer, Belleville; Arnold L. Lund, Beryn; N. Frye, Danville; John M. Duncan, Just Constan, Decatur; Louis Moroni, Jackson City; Steve Bennis, Lincoln; H. Williams, Stockton; M. Silverman, Waukegan.

Indiana—Oscar Fine, Evansville; Verner . Young, Gary; Billy Connors, Marion; Lewis Cochovety, South Bend.

Iowa—J. M. Anderson, Mrs. J. M. Anderson, Boone; Ira H. Lee, Burlington; Leo F. Wolcott, Eldora; Gail L. Pettit, Houston, Texas; Charles V. Brown, Thomas A. Brown, Roy J. Lumsden, Iowa City; Ludy Bosten, Muscatine; Vern . Brown, Omaha, Neb.; Bruno Pierce, Joe Staak, Oscaloosa; A. B. Friedman, Jack Gelfand, Odes A. B. Hilton, Abe Sadoff, Nathan Sadoff, Sol Shulkin, Sioux City; Nathan Rosenthal, Waterloo.

Kansas—H. F. Strowig, Abilene; S. M Wetmore, Arkansas City; H. L. Dunnuck, Atchison; Delmer F. Harris, Concordia; C. O. Briles, Emporia; Russell L. Harris, Hugoton; W. A. Weaver, Iola; Joseph A. Lenski, Pittsburgh; E. B. Danielson, Russell; Gus Diamond, Salina; M. D. Otterback, Wellington; O. F. Sullivan, Wichita.

Kentucky—Joseph W. Shuck, Jr., Fulton; Lee W. Moffitt, Owensboro.

Louisiana—Gordon C. Ogden, Baton Rouge; George H. Mercer, Cedar Grove; Claude Darce.

Louisiana—Gordon C. Ogden, Baton Rouge; George H. Mercer, Cedar Grove; Claude Dance, Morgan City; Roland Siegle, Monroe; Harry Suddath, Natchitoches; Arthur R. Cunningham, Shreveport; R. L. Carnahan, Sulphur.

Maine—Newell B. Kurson, Bangor; Willard B. Harwood, E. Braintree, Mass.; Erland E. Hardy, John Alton Bragg, H. H. Paul, Farmington; Wilbur F. Goodwin, Kennebunkport; Abraham L. Goldsmith, Orono; Abraham Goodside, Portland; E. M. Loew, Boston, Mass.; Carroll T. Cooney, Sr., Carroll T. Cooney, Jr., Waldoboro.

Massachusetts—John S. Giles, Cambridge; F. M. Perry, Foxboro; Edward T. Bloomberg, Gloucester; William Siano, Lexington; George Ramsdall, Malden; Joseph G. Spit, Somerville; Adolph Bendsled, Wellesley Hills.

Michigan—Paul D. Ratliff, Berrien Springs; Margaret R. Vanden Berg, Grand Haven; Samuel H. Himelstein, Grand Rapids; Milton Ward, St. Ionia; Hollis H. Chase, Lake Odessa; Harvey Callier, Loyola; W. A. Cassidy, Midland; Oscar W. Kendall, Muskegon; Gerald L. Kern, Niles; M. G. Willett, Owosso.

Minnesota—Irving Gillman, St. Paul; Mrs. Jessie L. Jensen, White Bear Lake; Carl P. Knudsen, Red Lake Falls.

Missouri—Mrs. Marion C. Miller, Bonnville; Oliver W. Williams, Brookfield; A. C. Bowman, Nevada; J. T. Ghosen, Sedalia; G. L. Hooper, Topeka, Kans.

Mississippi—Raymond H. Fisher, Belzoni; B. Suddith, Laurel; W. R. Pattie, Leland; Guy Adams, Vicksburg.

Montana—William E. Woolfall, E. E. Harris, Butte; C. L. Griffith, Billings; Oscar C. Paisley, Missoula.

Nebraska—Frank E. Hollingsworth, Beatrice; F. C. Luchsinger, Columbus; Wm. N. Youngclaus, Grand Island; Sol O. Reif, Hastings; Frank D. Eager, George F. Monroe, Donald F. Monroe, George O. Monroe, Lincoln.

New Hampshire—E. Charbonneau, Concord; Newell B. Kurson, Bangor, Maine; Louis S. Rothenberg, Charles Morse, Boston, Mass.

New Jersey—Frank P. Gravatt, Atlantic City; Samuel and Joseph Varbalow, Camden; Jerome and Moe Kridel, Adolph J. Rettig, East Orange; Louis S. Rothenberg and Charles Morse, Boston, Mass.; Frank Gersten, New York; Max Snider, Freehold; Jacob Unger, Hillside; Benjamin Berkowitz, Charles Robinson, B. Spiegel, Jersey City; Julius Charnow, Brooklyn, N. Y.; Aaron Dollinger, Linden; Monroe Schram, Matawan; James C. Forgione, Metuchen; Fred W. Falkner, Netcong; E. Thornton Kelly, George D. Roedels, New York; Howard Lesser, Patterson; Giaccomo Siccardi, Plainfield; Frank Warren, Princeton; James Rosensohn, Benjamin Cohen, Roselle; Roth Bros., Summit; James Binkov, A. Nicoletti, Union City; Eugene Mori, Vineland; W. E. Smith, West Orange.

New Mexico—Frank Maloof, Las Vegas; Victor Bachechi, Albuquerque.

North Carolina—F. C. Hanks, Jr., Lenoir; Boyd B. Horton, Concord; Alfred E. Miller, Wilson; Joe W. Mitchell, Spencer.

North Dakota—William McCarthy, Fargo.

Ohio—Robert C. Menches, Akron; Moe Horowitz, Cuyahoga Falls; Peter M. Wellman, Girard; Theodore and Gus Chifos, Logan; D. P. Bowman, Marion; Earl V Seitz, Alden Seitz, Sandusky; William Settos, Springfield; Joseph W. Trunk Youngstown; John Papulias, Steubenville; I. M. Ulmer, Cleveland.

Oregon—F. W. Harrigan, Corvallis; John Neidenmeyer, Medford.

Pennsylvania—Harry Fried, Ardmore; Joseph Conway, Bals-Cynwyd; Melvin Koff, Darby; Joseph Wodock, Dovleston; Chris Lampros, Farrell; Joseph Weiss William Weiss, Al Weiss, McKeesport; H. A. Batastini, Punxsutawney; I. Ouslander, Scranton; Harry Stahl, Sharon.

Rhode Island—M. A. Shea, New York; E. M. Loew, Louis S. Rothenberg and Charles Morse, Boston.

South Carolina—Fred S. Curdts, Greenville; W. E. Field, West Greenville; P. C. Osteen, Anderson; H. B. Ram, Aiken

South Dakota—Robert Mass, J. P. Hartman, Aberdeen; Nelson Logan, Mitchell; Richard H. Wagner, Sioux Falls.

Tennessee—E. F. Stein, Jackson; George Denton, Knoxville.

Texas—Jim Golding, Amarillo; Barton McLendon, Atlanta; B. Legg, Denison; I. B. Adelman, Sam Archibald, C. A. Dickey, D. J. Hightower, Leon B. Lewis, Louis Richker, L. C. Tidball, Fort Worth; Sam Braslau, Galveston; L. M. Threet, Lufkin; B. F. White, Orange; T. W. Lewis, Texarkana; S. G. Fry, H. E. Fulgham, Tyler; Rubin Frels, Victoria; George W. Belcher, Wharton; V. E. Hamm, Wichita Falls.

Utah—W. Vosco Call, Brigham City.

Vermont—Newell B. Kurson, Bangor, Me.; P. S. Murray, Middlebury.

Virginia—J. F. Falls, Emanuel J. Stutz, Danville; J. B. Trent, Lynchburg; Robert Levine, Portsmouth; Jeff Heiheimer, Staunton.

Washington—J. A. Brandt, Bremerton; Mike Barovich, Puyallup; Loren Wahl, Bellingham; Benjamin F. Shearer, Bremerton; A. T. Dishman, Dishman; W. B. McDonald, Olympia; H. D. McBride, Spokane.

West Virginia—E. R. Custer, Charleston; Richnold J. Hiehle, Parkersburg.

Wisconsin—C. J. Goetz, Beloit; William L. Ainsworth, Fond du Lac; Virginia Den Dooven, George Hannon, Green Bay; J. Zanias, Janesville; Frank Koppelberger, La Crosse; Arthur P. Desameaux, Madison; Joseph Luntz, New York; Steve Dorcey, Mrs. W. Krusienske, Max Krofta, 20th Century Amusement Co., Racine; August Berkholtz, West Bend.

Interrogatories 12, 13, 14, 15, 16

Interrogatory covering queries for specific instances where a defendant refused to license product to an independent in favor of another defendant; where a defendant distributor continued to unreasonably supply an affiliate when an independent sought the same run; where independent was prevented from obtaining first-runs through unfair competitive conditions; where independent was relegated to an inferior position when an affiliated tion with an independent; where a defendtheatre of a defendant came into competiant distributor stopped product service to a theatre it had been servicing in favor of an affiliated competitor, the answers listed 478 alleged cases. In the New York and New Jersey areas, the answers listed the following operators as having knowledge of the alleged practices:

Harry Brandt, William Brandt, Max Goldbaum, Haring & Blumenthal, William M. Farley, Abraham Stone, George W. and George N. King, Elias Bernstein, John Manheimer, George J. Rudnick, Max Leventhal, Michael Meyerwitz, Samuel and Solomon Strausberg, George H. MacKenna, A. C. Haymen, George Rosing, Max Yellen, Nikitas Dipson, Nicholas Basil, William H. Mack, Joseph Quittner, Thomas Di Lorenzo, Max A. Cohen, Benjamin Knobel, Charles O'Reilly, Charles Steiner, William Yoost, Benjamin and Joseph Bordenaro, Philip Eisenberg, Sidney Dwore, Alex Feltman, Sam and Morris S. Silverman, John Gardner, C. V. Martina, Leonard Rosenthal, C. C. Gordon, Frank P. Gravatt, Samuel and Joseph Varanlow, Jerome and Moe Kridel, Adolph Rettig, Louis S. Rothenberg, Charles Morse, Frank Gersten, Max Snider, Monroe Schram, Jacob Unger, Benjamin Berkowicz, Charles Robinson, B. Spiegel, Julius Charnow, Aaron Dollinger, Monroe Schram, James C. Forgione, Fred W. Falkner, A. Bannon, H. A. Kridel, Myron Robinson, John Firnkoess, M. B. Schlesinger, B. Tendler, E. Thornton Kelly, Howard Lesser, Giaccomo Siccardi, Frank Warren, James Rosensohn, Benjamin Cohen, Roth Bros., James Binkov, A. Nicoletti, Eugene Mori, W. E. Smith, Julius Charnow, W. W. Farley, Julius Charnow, Samuel Rhonheimer, Rudolph Sanders, Franklin B. and B. Worth Dittrich, Gordon Auchincloss, Lawrence Bolognino, John Bolte, John Connolly, Monroe E. Stein, Benjamin S. Moss, Dave Rosenzweig, Julius Gulkis, Joseph M. Sider, Bernard Zimetbaum, Louis S. Rothenberg, Charles Morse.

Interrogatory 19

Contracts signed by Adolph Zuckor of Paramount Famous Lasky Corp., and Nicholas M. Schenck of Marcus Loew Booking Agency, covering Aug. 1, 1927 to July 31, 1937 and Joseph M. Schenck of United Artists Corp., and Nicholas M. Schenck of Loews, Inc., covering Oct. 1, 1927 to July 31, 1937, were named as including alleged specific instances in which defendants, engaged in exhibition, entered or were aided in entering new competitive areas as a result of a provision in a franchise, agreement or contract, or understanding between defendants.

$574,200 Is Asked In Courter Trust Suit

Newark, N. J.—The Courter Amusement Corp., operators of the local Ormont Theatre, have filed an East Orange, N. J., suit against the major producers and distributors for $574,200 in Federal Court here. Filed by Edward R. McGlynn of Newark, the complaint, in addition to seeking damages, also wants court costs, counsel fees and restraining action.

Hearings Soon on Neely Bill

Many Organizations Line Up In Fight Against Measure

Hearing dates may soon be set on the Neely Bill by the House Interstate Commerce Committee. The date may be but a few days off as the Neely bill is scheduled to follow the transportation bill on the Committee calendar and hearings on the latter are nearly concluded.

Meanwhile agitation for and against the bill continues apace, with many organizations taking stands against it. Mrs. Richard M. McClure, president of the Better Films Council of Chicago in a recent talk before that organization saw worse evils in the industry than block-booking. She said she could not advise what action to take on the bill but urged all her members to think and study the bill, talk to theatre managers, read the trade papers and then write a letter to their Congressmen giving reasons why he should vote for or against the measure. She expressed her own opinion that the Neely bill did not guarantee better pictures and would not ease the problems of the independent exhibitor.

Herman Rifkin, New England exhibitor and a former exchange operator, declared that he was opposed to the measure. "For one thing, I do not like to see the government step into this business," he said.

The Motion Picture Council of Columbus, Ohio, has taken a stand against the bill reversing its previous position. The Rev. Floyd Faust declared that the Council had studied it and concluded that its passage would be highly detrimental to the entire industry.

Solomon Gordon, Texas Exhibitor, Dies

Solomon Gordon, President of the Jefferson Amusement Co. and the East Texas Theatres died last week at the age of 56. Gordon first came to prominence in film circles in 1913 when he was named assistant attorney general of Texas in the prosecution of the General Film Company. Through his association with William Fox in this case, he became interested in the theatre business and in 1918 formed the Jefferson Amusement Co.

Slot Machine Projectors Due Within 90 Days

Chicago—Delivery of nickel-in-the-slot projectors will start within 90 days, it was learned this week following conferences here between James Roosevelt and H. W. Banks of Globe Productions and executives of the Mills Novelty Co. Shorts which the projectors manufactured by Mills will use, will be produced by Globe.

Advance Dope

SON OF THE NAVY

Mono | Drama | March 30

Selling Names: James Dunn, Jean Parker, Martin Spellman, William Royle.
Director: William Nigh.
Assoc. Producer: Grant Withers.
Story Idea: Martin Spellman, running away from an orphanage, runs into James Dunn, a sailor, trying to get back to his ship. Together they thumb a ride from Jean Parker. When Dunn leaves, Martin lets Jean believe that he is his father and that he is deserting him, so she tells the story to her father, William Royle, commanding officer on Dunn's ship. When it looks as though the state will take Martin in charge, Jean and Dunn decide to marry and adopt him.
Catchline: "A youngster seeks someone to adopt as mother and father."

COVERED WAGON TRAILS

Mono | Western | April 10

Selling Names: Jack Randall, Sally Cairns, David Sharpe, Glenn Strange.
Director: Raymond Johnson.
Producer: Harry Webb.
Story Idea: Jack Randall was supposed to meet his brother, David Sharpe; who was arriving with a wagon train of settlers. But Sharpe had been killed and Randall sets out to find his murderer. He lets Glenn Strange and his gangsters capture him, hoping in this way to get some information. He learns that Strange is headman, leading the gangsters terrorizing the wagon trains and that he had killed his brother, so he turns them all over to the police.
Catchline: "To avenge the death of his brother and catch the murderer . . . he arranged his own capture."

CHARLIE CHAN'S CRUISE

20th-Fox | Mystery | Not Set

Selling Names: Sidney Toler, Marjorie Weaver, Lionel Atwill.
Director: Eugene Forde.
Assoc. Producer: John Stone.
Story Idea: Sidney Toler joins a world cruise party to help catch the person who has already murdered three people. When the ship pulls into port they find Leonard Mudie, another member of the party, dead. From his wife, who had come to meet him, Chan learns that Leo Carroll, also a member of the party, had been her first husband. Carroll, a jewel smuggler, had been turned over to the police by his first wife and he was seeking vengeance by killing everyone who had assisted her in sending him to prison.
Catchline: "Charlie Chan goes on a world cruise to solve three murders."

AN ANGEL FROM TEXAS

WB | Drama | Not Set

Selling Names: Eddie Albert, Rosemary Lane, Wayne Morris, Ronald Reagan, Jane Wyman.
Director: Ray Enright.
Assoc. Producer: Robert Fellows.
Story Idea: Eddie Albert comes to New York with the family savings to find Rosemary Lane, the girl he loves, who had come to Broadway to carve a career behind the footlights. He gets a royal reception from Ronald Reagan and Wayne Morris, shoestring promoters. Albert's money opens a show starring Rosemary, in which Albert plays the lead. The show panics Broadway because it's so bad, so they sell out to Milburn Stone, a gangster and then go back home together.
Catchline: "The heartbreaks behind a career on Broadway."

MARYLAND

(Technicolor)

20th-Fox | Drama | Not Set

Selling Names: Brenda Joyce, John Payne, Walter Brennan, Fay Bainter.
Director: Henry King.
Associate Producer: Gene Markey.
Story Idea: Embittered after the death of her husband, by a fall from a horse, Fay Bainter disposes of her stable and discharges Walter Brennan, the trainer. She also sends her boy away to school. When the grown-up boy, John Payne, returns, he finds Brennan's stable—and his granddaughter, Brenda Joyce, of great interest, much against Fay's wishes. Payne agrees to ride a horse that was originally theirs, in the Maryland Hunt Cup Race, and in spite of Fay's attempts to stop him, succeeds in winning the race and the girl.
Catchline: "Nothing could stop him when love held the reins."

IF I HAD MY WAY

Univ | Drama | April 26

Selling Names: Bing Crosby, Gloria Jean, El Brendel, Claire Dodd.
Producer-Director: David Butler.
Story Idea: Bing Crosby and El Brendel, bridge workers, take Gloria Jean to New York, when her dad is killed. Snubbed by Gloria's rich relatives, the three invest their small savings in a restaurant. Unable to make the restaurant pay, they decide to turn it into a club, so they send a fake telegram to Gloria's rich uncle, saying some stock held by Gloria is worth plenty. Sure enough, he arrives and buys it. He gets over his anger at being duped when he sees what a success they make of the club.
Catchline: "A new singing duo . . . for everyone's entertainment."



Torchlight Parades Feature Sidman's "Lincoln" Campaign

Three torchlight parades starting from different points and going to the theatre circuitously throughout the downtown section was a highlight of the "Abe Lincoln in Illinois" campaign of Manager Robert Sidman of the Senate Theatre, Harrisburg, Pa. The parade was held the day after opening for a special 5:30 showing. One hundred and sixty *Patriot-News* newsboys, 125 *Telegraph* newsboys and 250 kids from the Harrisburg Boys Club paraded, and the sections were liberally bannered.

Sidman staged a tremendous campaign involving a special front erected to create an auxiliary box-office for advance reserved seat sale, 10,000 advance heralds, heavy posting and newspaper advertising and publicity, 16 major tieups and ballyhoos and radio promotion including spot announcements, "man on the street" broadcast, lobby broadcast and broadcast from the stage on the opening night. Among the stunts and tieups: two girls canvassing the town via telephone; log cabin in Bowman's Department Store; Lincoln relics in window; school hook-up; sermons; distribution of heralds by Postal Telegraph.

Kreisler Sends Hatchets to Exhibitors In Playdate Drive

Bernard Kreisler, branch manager of Universal's Washington branch, tied in with the birthday anniversary of the Father of Our Country by sending letters to exhibitors, with miniature hatchets attached, in which he advised them that "if you wish to 'cut a mean figure' at your box office throughout 1940, then let your patrons enjoy New Universal Pictures."

"That's the truth—the whole truth—and nothing but the truth," he continued, and concluded with the declaration that "our . . . organization is true to the spirit of George Washington."

Money Dates

APRIL

8th

PONCE DE LEON landed in Florida at St. Augustine, 1513. He was looking for a fountain of youth. You may be able to tie this anniversary to one of your current campaigns.

LOUISIANA JOINED THE UNION, 1812. The Pelican State has been much in the news lately and so its anniversary may also be of some news value now in connection with a travelogue of Louisiana or a picture with a locale in that state.

12th

FORT SUMTER FIRED ON, 1861. Start of the Civil War or for the benefit of our Southern friends, "The War Between the States." Shorts or a feature with a War background would be appropriate for this date.

13th

THOMAS JEFFERSON BORN, 1743. This is a timely day for one of those historical short subjects in which Jefferson is the central character.

14th

PRESIDENT LINCOLN ASSASSINATED, 1865. Any of the Lincoln pictures would be good on this day or that Vitaphone short subject, "Lincoln in the White House." There's also a short about John Wilkes Booth called "The Man in the Barn" which would be appropriate for the day.





Whew!!!!

the big WIND is on the way...

TYPHOON

IN TECHNICOLOR!

DOROTHY LAMOUR

ROBERT PRESTON



A Paramount Picture with

LYNNE OVERMAN

J. CARROL NAISH

Screen Play by Allen Rivkin
Based on a Story by Steve Fisher
Directed by LOUIS KING

EXCUSE OUR HASTE . . . BUT . . .

In your enthusiasm for the coming Paramount hits, "Sidewalks of London," "Road to Singapore," "Dr. Cyclops" don't forget to prepare, now, to play that tropic tornado of love thrills, of action thrills . . . "Typhoon" and reap a terrific box office whirlwind. It's due May 17 . . . and it's emotional dynamite!

Paramount Pictures

The Box Office Slant

House of the Seven Gables

(Continued from page 9)

good accounts of themselves. The picture has everything for the audiences who like mystery, suspense and drama and has faithfully followed the Nathaniel Hawthorne novel, one of the famous classics of American literature known to millions. Production, photography and musical scoring are on a high level. Book stores and lending libraries should cooperate with window displays. Book marks could be distributed before opening. **(ADULT)**

Catchline: "He hunted for a treasure and found the deadly curse of his ancestors."

AUDIENCE SLANT: HAS EVERYTHING FOR LOVERS OF MYSTERY, SUSPENSE AND DRAMA.

BOX OFFICE SLANT: GREAT FOR THE HORROR AND MYSTERY HOUSES.

Black Friday

(Hollywood Preview)

Univ. **Drama** **64 mins.**

(Prod. No. Not Set—Nat'l Release, March 29)

Cast: Boris Karloff, Bela Lugosi, Stanley Ridges, Anne Nagel, Anne Gwynne, Virginia Brissac, Edmund MacDonald, Paul Fix, Murray Alper, Jack Mulhall, Joe King, John Kelly, Selmer Jackson, Willard Parker and others. **Credits:** Original screenplay by Kurt Siodmak and Eric Taylor. Director of photography, Elwood Bredell, Art Director, Jack Otterson. Film editor, Philip Cahn. Directed by Arthur Lubin. Associate producer, Burt Kelly.

Plot: Stanley Ridges, professor of English in a small college, is badly injured as the bystander in a fight where gunmen fatally wound a big racketeer. His friend, Boris Karloff, an eminent brain specialist, performs an operation which transfers part of the gangster's brain to the professor. When he recovers, he shows fits of temperament quite unlike himself. Karloff, knowing that the gangster had a huge cache, takes Ridges to New York with him, to see if the gangster part of his mind will disclose its hiding place. Ridges kills four members of his enemy's gang, contacts his former girl friend, Anne Gwynne, and has moments in which he returns to the professor and knows nothing of his wilder times. Bela Lugosi, head of the hunted gang, suspects something, arranges a partnership with Anne and gets the money on the night Ridges plans to flee with Anne. Ridges traps them together, kills them both and gets back to Karloff safely. They return to the college, where Ridges seems to return to a normal professor. Karloff plans to leave and start a big hospital with the money. An ambulance siren brings a reversion to the professor; he tries to kill Anne Nagel, Karloff's daughter and is shot by her father. On his way to the electric chair, Karloff gives his notes to a reporter.

Comment: While Karloff and Lugosi are the featured players in this picture, actual acting honors belong to Ridges, who draws the Jekyll-Hyde role of the dual personality professor with a brain which converts him into a gangster without notice. Since this change allows only the addition of glasses and a little mussing of the hair for such a change, his work earns this credit. Lesser roles are well played, especially Virginia Brissac as the wife of the professor. Arthur Lubin's direction gets all the value there is out of the story as it stands, with several spots putting a severe strain on those who insist on logic with their plots. **(ADULT)**

Catchline: "The screen's two masters of horror battle for control of a man with a brain half gangster, half professor."

AUDIENCE SLANT: THE HORROR FANS WILL FALL FOR IT.

BOX OFFICE SLANT: WILL BE TERRIFIC IN THE RIGHT HOUSE ON THE RIGHT DAY.

Shooting High

(Hollywood Preview)

20th-Fox. **Musical Drama** **63 mins.**

(Prod. No. 41, Nat'l Release, April 26)

Cast: Jane Withers, Gene Autry, Marjorie Weaver, Robert Lowery, Katharine Aldridge, Hobart Cavanaugh, Frank M. Thomas, Jack Carson, Hamilton MacFadden, Charles Middleton, Ed Brady, Tom London, Eddie Acuff, Pat O'Malley, George Chandler. **Credits:** Director, Alfred E. Green. Original Screenplay, Lou Breslow and Owen Francis. Photography, Ernest Palmer. Art Director, Richard Day and Lewis Creber. Musical Director, Samuel Kaylin. Film Editor, Nick De Maggio. Associate Producer, John Stone.

Plot: Gene Autry and Jane Withers are members of two different feuding families out west. Autry is in love with Marjorie Weaver, Jane's sister, but her father, Frank M. Thomas, a banker, not only opposes the marriage but tries to get Autry's land as well. Jane does her best to promote the romance, but it isn't until a Hollywood film company comes to town to film the story of Autry's grandfather's life and Autry catches some real hold-up men, single-handed, during the filming of a scene, that Thomas gives his okay to the marriage and everything ends well.

Comment: This picture will probably attract many theatregoers with the novelty of the teaming, but for the Autry and Withers fans it will fall short of their expectations, as both have been presented to much better advantage in individual vehicles. The combination of their large personal following should make it click at the boxoffice, as each gives his usual fine performance, in addition, rendering several pleasing musical numbers together. Although the picture has the usual western background, the actual filming of a motion picture injected into the story, should prove of great interest to most audiences. Marjorie Weaver, Robert Lowery and others in the cast register well in their respective roles and the direction of Alfred E. Green has put good pace into the film. Spot announcements before and after Autry's Sunday Radio Program should be arranged. Window displays of Austry merchandise tieups and cooperative ads will help. Lobby should be dressed in western style. **(FAMILY)**

Catchline: "He risked his life to clean up a feud and win the woman he loved."

AUDIENCE SLANT: SHOULD SATISFY THE WITHERS AND WESTERN FANS.

BOX OFFICE SLANT: COMBINATION OF AUTRY AND WITHERS FANS SHOULD MAKE IT CLICK.

Human Monster

(London Trade Show)

Mono. **Mystery-Drama** **73 mins.**

(Prod. No. 3916, Nat'l Release, March 9)

Cast: Bela Lugosi, Hugh Williams, Edmon Ryan, Greta Gynt, Wilfrid Walter and others. **Credits:** Adapted from Edgar Wallace's play by Pat Kirwan. Directed by Walter Summers.

Plot: Williams of Scotland Yard is told to investigate the drownings of a number of highly insured people in the Thames. Lugosi, chief of an insurance company, arouses his suspicions, despite a famed charitable disposition. More deaths occur and Williams is convinced Lugosi is responsible. Chief of Lugosi's charities is Dr. Dearborn's Home for the Blind. It is revealed that Lugosi is Dearborn and the blind inmates have unwittingly been his accomplices in the murders.

Comment: This British shocker with its cold blooded murders and sinister characters should go well where horror pictures are appreciated. Moving along at a good pace, it has the advantage of a plausible story which

(Continued on page 22)





AL. TEC

Al. Tec *says*

The sound equipment in the projection room of your theatre produces, believe it or not—a "spectrum." Nobody can *hear* a "spectrum," but your Altec engineer, aided by his exclusive Altec instruments, can analyze it and change it. The sound your patrons hear is better, as a result.

ALTEC SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

The Short Subject

IN THE

SHORT SHOPS

Vitaphone

Jack L. Warner and representatives of the Academy of Motion Picture Arts and Sciences have closed contracts under which Warner Bros. will exclusively make a two-reel film of the annual Academy awards dinner at the Coconut Grove. The picture will be made under the directorial supervision of Frank Capra aided by Carey Wilson and Jack Chertok. Gordon Hollingshead will be the producer for Warner Bros. and the script has been prepared by Owen Crump. Warners plan to have the film ready for release in two weeks. Picture will present the Academy winners since establishment of the awards in 1928 as well as thoroughly cover tonight's event.

Columbia

An Andy Clyde film in which the comedian is followed on a camping trip was completed last week. The comedy, as yet untitled, will also feature Shemp Howard, Eddie Laughton, Esther Howard and Bud Jamieson. The story was scripted by Harry Edwards and Elwood Ullman and Del Lord directed.

Tentatively titled "Four-thirds Off," a new Keaton comedy was written by Ewart Adamson and Clyde Bruckman and revolves around Buster's adventures while running a millinery store. Jules White will produce and direct, and the large supporting cast includes Elsie Ames, Dorothy Appleby, Vernon Dent, Richard Fiske, Stanley Brown and Bruce Bennett.

MGM

One film on the beauties of Alaska was not enough for fans of James A. FitzPatrick's Technicolor Traveltalks. Earlier this season, "Fitz" released a one-reeler of the country around Seward, Alaska, titled "Land of Alaska Nellie." But fans clamored to see more of the United States' northernmost territory. So, "Sitka and Juneau" is being readied for release as his second Alaskan short.

Pete Smith's latest Specialty, "Spots Before Yours Eyes," got under way last week with Johnny Hines, former silent film star, directing. The cast includes Ernest P. Jones, Jr., Hollywood cleaner who will also act as technical adviser, Sally Payne and Mickey Gubitosi. Paul Vogel has been set as cameraman.

Interstate Selects '39's Top Ten Short Subjects

In various critic, public and exhibitor polls the outstanding feature productions of the year, the leading stars, the pictures that made the most money for exhibitors, etc., were selected.

Now, the outstanding short subjects come in for recognition. Down in Dallas, Texas, Mrs. Besa Short, head of Interstate's Short Subject Department, has selected the ten best short subjects of 1939. The task was especially difficult, we understand, inasmuch "as the standard for Short Subjects has risen to such heights that it is hard to find a really poor one."

Here are 1939's Top Ten, as selected by Mrs. Short after laboriously checking the innumerable short subject reports that have been sent in to her from Interstate theatre men during the past year:

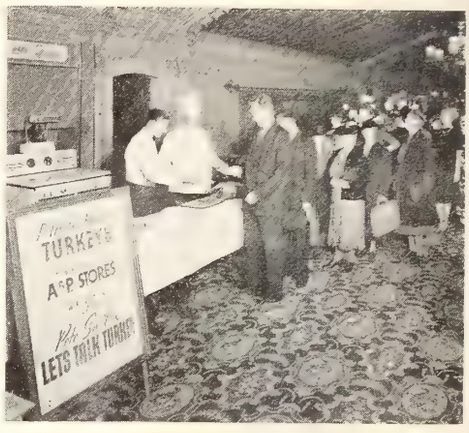
1—"Drunk Driving" (MGM—Crime Does Not Pay); 2—"Bird Dogs" (RKO-Pathe Sportscope); 3—"Inside the Maginot Line" (RKO-March of Time); 4—"Penny's Picnic" (MGM-Pete Smith Specialty); 5—"Donald's Lucky Day" (RKO-Disney Cartoon); 6—"Lincoln in the White House" (Vitaphone Historical Featuret); 7—"Winter Styles" (20th-Fox—Vyvyan Donner Fashion Forecast); 8—"The Great Heart" (MGM—Miniature); 9—"A day at the Zoo" (Vitaphone-Merrie Melody Cartoon); 10—"Swingtime in the Movies" (Vitaphone Musical).

Among those which just missed being included among the ten best, but which nevertheless could be ranked as "box office," according to Mrs. Short, are "Frolicking Frogs," "American Saddle Horses," "On the Wing," "Orrin Tucker and His Orchestra," "Set 'Em Up," "Sons of Liberty" and many others.

The distributing companies whose short subjects were so honored by Interstate's Short Subject Department should, we believe, be considerably enlightened on the types most popular. In STR's Leaders of the Motion Picture Industry (Jan. 13) there appeared the results of the nationwide exhibitors' poll on short subjects—the six leading producers, the five favorite types of shorts, and the leading short subject series. One who takes the time to compare these results with those of Mrs. Short will find that each bears the other out.

It would be well if every circuit would follow the example set by Interstate and select the ten best short subjects of each year, since it is true now, more than ever, that short subjects are of infinitely higher calibre.

STR's comments on 1939's Top Ten were (1) Fine; (2) Excellent; (3) Excellent; (4) Appetizing; (5) A Scream; (6) Outstanding; (7) Very Good; (8) Impressive; (9) Excellent; (10) Excellent. We are happy that our judgment of the winning Short Subjects coincided with that of Mrs. Short, who, in making her selections, was guided by the public's response at the box offices of Interstate theatres.



Turkey for Loew's Patrons

As part of the selling campaign for Pete Smith's MGM short subject, "Let's Talk Turkey," in Los Angeles, turkey and all the trimmin's, through the courtesy of A&P stores, was served to patrons on the mezzanine floor at Loew's State Theatre.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 9)

PARAMOUNT (No. 55)—Ski rescue patrol on Mt. Hood, Ore.; Water ballet at Wilmette, Ill.; IC-4A track carnival in New York; Airport fire at La-Guardia Field, New York; Anthony Eden inspects troops from Australia; Choosing Miss Florida; King Zog in exile; Madeleine Carroll aids French war orphans; Census enumerators get under way; Gracie Allen runs from President.

NEWS OF THE DAY (Vol. 11, No. 250)—Liner Queen Elizabeth arrives in New York; Maginot Line guns on alert; Anzacs on guard in Egypt; Via Reggio Carnival in Italy; Ice storm grips East (except Philadelphia); Cave-in threatens Shenandoah, Penna. (Philadelphia only); Choosing Miss Florida; Torger Tokle wins ski title; Lady keglers "bowl over" Chicago; New York Giants in training (New York only); Detroit Tigers in training (Detroit only); Chicago White Sox warm up (Chicago only).

UNIVERSAL (Vol. 12, No. 856)—U. S. Army pursuit planes; Ajax and Exeter crews honored; Anzacs arrive in Egypt; Russian air raid on Laplanders; Railroad disaster in Mexico; Lumber yard fire in Baltimore; Cave-in threatens Shenandoah, Penna.; Choosing Miss Florida; Carnival at Via Reggio, Italy; Giants in training; Eastern ski jumping matches; Liner Queen Elizabeth arrives in New York.

MOVIETONE (Vol. 22, No. 52)—Ice storm grips East; Carnival at Via Reggio, Italy; Choosing Miss Florida; Maginot Line guns roar; Sir Oliver Stanley visits front; Major Casey, first Australian minister, arrives; King Zog in exile; U. S. Army pursuit planes; Women's bowling contest; Water ballet in Chicago; IC-4A track meet in New York; Water ballet in Wilmette, Ill.; N. Y. Giants in training (New York only); Detroit Tigers in training (Detroit only); Chicago White Sox warm up (Chicago only); Lew Lehr and a diaper derby.

PATHE (Vol. 11, No. 67)—U. S. increases coastal air force; Allied guns roar on Western front; Madeleine Carroll aids war orphans; Central AAU water ballet; Sir Oliver Stanley visits front; New giant testing machines; Swedish-Finnish bandy match; Giants in training (New York only).

(Released Wednesday, March 6)

PARAMOUNT (No. 54)—Roosevelt returns from Panama Canal Zone inspection; Freak ice storm in New York; Archduke Otto arrives in U. S.; Partial cave-in at Shenandoah, Pa.; National Press Club dinner in Washington; First Altmark films; Leap Year oddities; Seabiscuit wins Santa Anita Handicap.

MOVIETONE (Vol. 22, No. 51)—Australian and New Zealand troops to guard Near East; Finnish villages bombed by Soviets; Evacuated children brought to Stockholm; Altmark chased by British warship; Exeter welcomed home by Winston Churchill; French soldiers on Maginot Line; Mussolini decorates Spanish war veterans; Archduke Otto arrives in U. S.; Roosevelt returns from Panama Canal Zone inspection; National Press Club Dinner in Washington; Many Stings wins Widener Handicap; Seabiscuit wins Santa Anita Handicap; Chicago Cubs begin baseball training; Cincinnati Reds train.

NEWS OF THE DAY (Vol. 11, No. 249)—Altmark survivors arrive at Leith, Scotland; Exeter welcomed home by Winston Churchill; Evacuated children brought to Stockholm; Archduke Otto arrives in U. S.; President back from mystery cruise; National Press Club dinner in Washington; Sacramento River overflows banks; Fashions in hats; Seabiscuit wins Santa Anita Handicap; Many Stings wins Widener Handicap; Cincinnati Reds in training; Chicago Cubs unlimber in California.

PATHE (Vol. 11, No. 66)—Altmark prisoners return on Altmark; Swollen Sacramento floods valleys; National Press Club dinner in Washington; Hoover backs bill for Polish relief; Exeter crew honored by Churchill; Many Stings and Seabiscuit win Handicaps; Chicago Cubs launch Spring warmup; Cincinnati Reds start 1940 training.

UNIVERSAL (Vol. 12, No. 855—Finnish ski troops harass advancing Russians; French troops keep watch along Maginot Line; British cruiser Cossack brings home Altmark prisoners; Anthony Eden greets first division of "Anzac" troops; Freak storm hits New York; President back from mystery cruise; Mussolini honors Spanish War heroes; Sacramento flood cripples California; Women jail bachelors at Aurora, Ill.; Seabiscuit wins Santa Anita Handicap.

Short Subject Reviews

NIGHT DESCENDS ON TREASURE ISLAND

Prod. No. T57 *(Tech.)* *Fair*

MGM **Traveltalk No. 7** **9 mins.**

Comment: Fitzpatrick takes us to San Francisco's Fair at night with its many colored lights making an interesting spectacle. Some time is also devoted to some of the fine works of art which were on view there. Though the subject is fairly well treated, it has lost its interest through almost constant repetition. This is one of James A. Fitz-Patrick's subjects in his American series.

Exploitation: Tie up with travel agencies, bus lines and railroads selling trips to the San Francisco Fair this year.

PUSS GETS THE BOOT

Prod. No. W-84 *(Tech.)* *Good*

MGM **Cartoon No. 4** **9 mins.**

Comment: The cat has a fine time chasing the mouse until the maid comes in and scolds him for breaking things in his chase. The mouse then takes advantage of every opportunity to tantalize the cat. It's as good as most MGM cartoons, which is really saying something. Rudolf Ising produced.

Exploitation: Give it a plug in your lobby, programs and newspaper ads.

STUFFIE

Prod. No. S-106 *Swell*

MGM **Pete Smith Spec. No. 6** **11 mins.**

Comment: This is the story of two dogs. Little Stuffie, a real mutt, hates Tiny, the big St. Bernard next door. One day he goes exploring and doesn't return for a long time. When he does come back he finds Tiny ensconced in his former place of honor. One night fire breaks out in the house. He is trapped in a room but Tiny comes to his rescue. Stuffie gets out through a small opening in a door but Tiny, unable to get through, dies in the flames. Fred Zinneman directed this grand dog drama.

Exploitation: With this subject, a pet show would be perfect exploitation. Be sure to keep the dogs well separated, and run it when the weather is likely to be favorable so the dogs can be kept outside until just before their appearance on the stage. Essay contests on the best dog stories, written in the first person, would be especially appropriate.

NORTHWARD HO!

Prod. No. X-80 *A Trailer*

MGM **Extra Release** **9 mins.**

Comment: This is in reality a trailer for "Northwest Passage" and played a short time in advance of that feature is excellent material as a plug for it. As entertainment alone it is just fair. It shows the mapping out of the location, the erection of the sets, etc. MGM has not yet determined whether to give away this subject or sell it as a trailer or include it in one of the shorts series. Harry Loud directed it.

Exploitation: The subject itself can be exploited with the line, "See How Movies Are Made." Camera stores will be glad to supply the names of local candid camera fans who will be interested in the subject. Screen it for the movie critics just before "Northwest Passage."

HOME MOVIES

Prod. No. F-144 *A Howl*

MGM **Robert Benchley No. 4** **9 mins.**

Comment: Robert Benchley in his own inimitable style demonstrates how to show home movies. First, he runs off his film which includes most of the comic mistakes made by amateurs. His audience has to make a lot of telephone calls and many of them have to catch trains. His wife argues over what day of the week it was when they saw a particular scene and there are numerous people who are shown, so that the camera has just cut off their heads making them unidentifiable. There are lots of good laughs in this one. Basil Wrangell directed.

Exploitation: Tie up with the camera stores which sell 16 mm. and 8 mm. equipment for the home movie fans.

WHAT'S YOUR I.Q.

Prod. No. S-705 *Good*

MGM **Pete Smith Spec. No. 5** **7½ mins.**

Comment: This takes advantage of the current craze for quiz programs on the radio and propounds a number of questions of its own. Fifteen seconds are given for each answer. The questions are: In what year was the Statue of Liberty made the symbol of freedom in the United States? Which of these races invented glass: Roman, Egyptian, Chinese or Venetian? What kind of eggs improve with age and under what conditions? What is known as Cleopatra's needle? What is a fathead? In what city is the Taj Mahal located? As a final question, Pete Smith asks in what year the War of 1812 started. It is a good subject of its type.

Exploitation: You can conduct you own quiz beforehand asking either these questions or others and offer prizes for the most correct answers.

CANADA AT WAR

Prod. No. 3108 *Interesting*

RKO Radio **March of Time No. 8** **18 mins.**

Comment: This issue shows how Canada is fighting the War. It emphasizes the mustering of civilian, military and industrial life in pursuit of Canadian war aims. Interesting scenes of soldiers training, industrial plants working at high speed and warnings to civilians not to discuss the War give an idea of how close the war is to the U. S.—just over the border from many of our states. The contention of Premier Hepburn of Ontario that it is propaganda for the Canadian government cannot be upheld. However, it is propaganda for the War and the Allies.

Exploitation: The fact that the reel has been banned from Ontario should make good selling copy. Newspaper stories can be written about this subject and tied in with your showing, and conversely, the showing can be tied up with news stories.

"Short Subjects Are Vitamins"

A timely and noteworthy slogan is being used by Interstate Theatres in Dallas, Texas. It is: "Short Subjects are the Vitamins of Your Program." It seems to us that if every exhibitor kept this in mind, and properly exploited his short subjects at every opportunity, the slogan would emerge from words into reality.

Short Subject Cooperation

The Minnesota Agricultural Conservation Committee cooperated with theatres throughout Minnesota in their showings of the March of Time unit "Uncle Sam—The Farmer." Fred J. Marshall, acting chairman of the committee, notified all persons working with the organization of local engagements and they worked with theatre managers.



FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 9)

CAPITOL—The Fishing Bear (MGM) rev. 2-3-40; What's Your I.Q. (MGM) rev. this issue.
CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. 2-10-40.
CRITERION—A Royal Rodeo (Vita.) rev. 11-25-39.
GLOBE—Dave Apollon and Orchestra (Vita.) rev. 2-24-40; Sniffles and the Bookworm (Vita.) rev. 2-24-40.
PARAMOUNT—Unusual Occupations No. 3 (Para.) rev. 2-3-40; Two of a Kind (Para.).
RADIO CITY MUSIC HALL—Teddy, the Rough Rider (Vita.) rev. 2-17-40.
RIVOLI — Aquapoise (RKO-Pathe) rev. 2-10-40.
ROXY—Flying Stewardess (20th-Fox); The Hare and the Hound (20th-Fox).
STRAND—Alex in Wonderland (Vita.).

CHICAGO LOOP

(Week Ending March 9)

APOLLO—Jimmy Dorsey and Orchestra (Para.) rev. 2-24-40; Mighty Hunters (Vita.) rev. 2-17-40.
GARRICK—The Heckler (Col.) rev. 2-24-40; Two of a Kind (Para.); Porky's Last Stand (Vita.).
ROOSEVELT—Teddy, the Rough Rider (Vita.) rev. 2-17-40; Africa Squeaks (Vita.) rev. 2-24-40; Valley of 10,000 Smokes (20th-Fox) rev. 12-19-39.
UNITED ARTISTS—Vatican of Pius XII (RKO-M of T) rev. 2-17-40.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

MARIA OUSPENSKAYA, portraying the ballet mistress in "Waterloo Bridge," was signed for an important characterization in MGM's "The Mortal Storm," with MARGARET SULLAVAN, JAMES STEWART, ROBERT YOUNG and FRANK MORGAN. The film, adapted from the novel by PHYLLIS BOTTOME, is being directed by FRANK BORZAGE.

LOUIS WEISS and SHIRLEY GROSS, Yiddish Theatre stars, have been signed by SID BLAKE to star in "Monkey Business," the first of four pictures BLAKE will produce for Jewish Art Pictures, Inc. HARRY FRASER will direct.

LORETTA YOUNG, now starring with RAY MILLAND in Columbia's "The Doctor Takes A Wife," has been signed by WALTER WANGER for the leading feminine role in "The Pathfinder," scheduled for early summer production.

DAVID L. LOEW-ALBERT LEWIN, INC. announced that the third production on the company's United Artists program will be "Mothers and Sons." First Loew-Lewin production to hit the screen will be "Flotsam" and the second on the schedule is "Night Music," Broadway success by CLIFFORD ODETS.

ALLEN JENKINS will have one of the principal supporting roles in the cast of "Brother Orchid," EDWARD G. ROBINSON's starring film soon to go before the cameras at Warner Bros. JENKINS' role will mark his first part on the Burbank lot for more than a year.

CECIL D. DE MILLE'S Technicolor feature "North West Mounted Police" got the "go" signal this week with an all-star cast headed by GARY COOPER, MADELEINE CARROLL, PRESTON FOSTER, LYNNE OVERMAN, REGIS TOOMEY and LON CHANEY, JR.

As a reward for the excellent work she did in "Free, Blonde and 21," MARY BETH HUGHES has been selected to play the leading role opposite CESAR ROMERO in 20th Century-Fox' new Cisco Kid feature, "Rogue of the Rio Grande," now before the cameras under the direction of H. BRUCE HUMBERSTONE.

"Grandpa Goes to Town," with JAMES RUSSELL and LUCILLE GLEASON, HARRY DAVENPORT and LOIS RANSON, went before the cameras at Republic under Producer-Director GUS MEINS. ARTURO GODOY, who recently fought JOE LOUIS, and MAXIE ROSENBLOOM are new additions to the cast.

JOHNNY BURKE and JIMMY MONACO have written two songs for Universal's BING CROSBY-GLORIA JEAN starrer, "If I Had My Way." They are "Pessimistic Character" and "I Haven't Time to Be a Millionaire." The latter will be Crosby's only solo in the picture. David Butler is producer-director.

JOAN BLONDELL checked in at Paramount to begin tests and wardrobe fittings for "I Want A Divorce," in which she will co-star with DICK POWELL. Shooting is scheduled to start March 11, under the direction of RALPH MURPHY.

PATRIC KNOWLES, who recently completed an important role in "A Bill of Divorcement," has been assigned the lead in "Anne of Windy Poplars," which goes into production at RKO next week with ANNE SHIRLEY starring. The cast also will include HENRY TRAVERS, SLIM SUMMERVILLE and JOAN CARROLL. JACK HIVELY directs.

FRANK ELLIOTT and ART BERRY, SR., were set for roles in "Pride and Prejudice," GREER GARSON and LAURENCE OLIVIER co-starring picture now being filmed by MGM. ROBERT Z. LEONARD is directing with HUNT STROMBERG as producer. The cast also includes MARY BOLAND, MAUREEN O'SULLIVAN, ANN RUTHERFORD and HEATHER ANGEL.

Arrangements are being made for Producer-Director WESLEY RUGGLES to take his "Arizona" company, headed by JEAN ARTHUR, to Tucson, Arizona, for the start of the picture, set to go before the cameras in a few weeks.

MOE JEROME and JACK SCHOLL have been engaged by Warner Bros. to compose a number entitled "Saturday's Children," for the new JOHN GARFIELD-ANNE SHIRLEY picture of the same name.



Boss Meets The Folks

MURRAY SILVERSTONE *(second from left) president of United Artists Corporation meets the folks who are making "Our Town" one of UA's newest releases. Left to right they are* MARTHA SCOTT, *who plays the feminine lead;* SILVERSTONE, *Producer* SOL LESSER, *Director* SAM WOOD *and* WILLIAM HOLDEN, *who plays the male lead. "Our Town" is from the Pulitzer prize play by* THORNTON WILDER.



Going Over Their Lines

HENRY FONDA *and* ALICE FAYE *go over their lines with* IRVING CUMMINGS, *the director, just before playing an emotional scene in "Lillian Russell," the story of the life and loves of the famous actress, which 20th Century-Fox is filming.* MISS FAYE *is Miss Russell and* FONDA *is her husband, Alexander Moore.*

"Pago Pago" Shots Arrive

Producer EDWARD SMALL received the first shots from Honolulu, via Clipper plane, of his production of "South of Pago Pago," now on location at Hilo, Hawaii. Undeveloped negative was rushed so that SMALL could be in a position to check the footage shot to date.

Darmour Signs William Tracy

Producer LARRY DARMOUR signed WILLIAM TRACY for the title role in his next serial based on the MILTON CANIFF adventure cartoon strip, "Terry and the Pirates." TRACY will co-star with GRANVILLE OWEN under the direction of JAMES HORNE.

Tests Begin for "Rockne"

The series of screen tests from which Warner Bros. will cast "The Life of Knute Rockne" starring PAT O'BRIEN, has begun with GALE PAGE, DENNIS MORGAN and RONALD REAGAN as primary candidates.

Second "Aldrich" Starts

Marking the commencement of a spring upsurge in production at Paramount, the second "Henry Aldrich" picture, starring JACKIE COOPER, got under way last week with TED REED producing and directing.

New Song-Writing Team

A new song-writing team, bringing together two of the best known names of popular music, has been created at 20th Century-Fox to do the music for SHIRLEY TEMPLE's next vehicle. They are MACK GORDON and HARRY WARREN.

Columbia Readies Three Top Productions for Shooting

Columbia's highest production peak in months will be reached within the next few weeks with three top-flight pictures starting and two more of major importance in preparation for the spring schedule.

FRANK LLOYD will take the entire cast and company, headed by CARY GRANT and JOAN FONTAINE, of "The Tree of Liberty," to Williamsburg, Va., for several weeks of shooting. At the same time, CHARLES ROGERS will launch "Jane Addams and Hull House" at the Hollywood studios. Also scheduled is WESLEY RUGGLES's "Arizona," with a cast headed by JEAN ARTHUR.

Features soon to follow are "Singapore," which will be Producer SAM BISCHOFF's first feature for Columbia, and "Ode to Liberty," the SIDNEY HOWARD play which B. P. SCHULBERG will produce.

Robert Cummings Re-Signed

ROBERT CUMMINGS has had his contract renewed by Universal and the studio is spotting him in the male romantic lead with LORETTA YOUNG and GLORIA JEAN in "Our City," set to go before the cameras shortly. Cummings is at present on loan to MGM where he is playing opposite JEAN MUIR in "One Was Beautiful."

Edward Ellis Stars

Republic has signed a contract with EDWARD ELLIS for the starring role in "Broken Melody," forthcoming feature to be produced by ROBERT NORTH. The screenplay is being written by JOSEPH KRUMGOLD. Director and supporting cast will be announced within the next two weeks.

Milestone Megs "Westerner" Adds

Shooting starts immediately on added scenes for SAMUEL GOLDWYN's "The Westerner," with LEWIS MILESTONE directing. FORREST TUCKER has been called back to join GARY COOPER and DORIS DAVENPORT for the sequences.

Jones Doing "Irene" Puppets

ROBERT JONES of WALT DISNEY's special effects department has been borrowed by Producer HERBERT WILCOX to do a series of puppets of ANNA NEAGLE and RAY MILLAND for the main titles of RKO's "Irene."



Star and Director

Lovely LORETTA YOUNG, *now starring with* RAY MILLAND *in "The Doctor Takes a Wife," a new Columbia comedy, looks up from the script she is studying to see* ALEXANDER HALL, *the director.*



Changing a Song Number

BETTE DAVIS *and Director* ANATOLE LITVAK *change the phrasing of a song number that* BETTE *plays and sings in her new starring picture with* CHARLES BOYER, *Warner Bros. "All This and Heaven Too."*

Los Angeles C. of C. Condemns Neely Bill

Because among other evils it would imperil the jobs of 30,000 Los Angeles County motion picture workers who receive $133,000,000 wages annually, the Neely Bill was unqualifiedly condemned by the Los Angeles Chamber of Commerce Board of Directors, at a meeting last week.

A community of 125,000 persons here is supported by the industry, which effects a distribution of $172,000,000 annually through the county's business channels in wages, salaries and payment of materials. Perhaps 15,000 other persons have jobs in subsidiary industries. Thousands of persons throughout the United States make a living in the motion picture distribution industry, the Chamber learned.

The Chamber of Commerce believes that when the Government attempts to regulate matters by law in the field of censorship, it enters a field where legislation has no place.

Link to Boost Music

HARRY LINK, in charge of special promotion for the Leo Feist Music Publishing Company, arrived in Hollywood from New York for conferences with MGM studio executives. LINK will concentrate on numbers featured in "Two Girls on Broadway," "Forty Little Mothers" and "Andy Hardy Meets Debutante."

Barton Directs Melo

CHARLES BARTON, who has directed all of Columbia's "Five Little Peppers" comedies, will turn to melodrama with his next assignment, "Dead Man's Isle." The picture goes before the cameras this week with PETER LORRE and ROCHELLE HUDSON in the leading roles.

"On Their Own" Ends

Production has been completed on the Jones Family picture, "On Their Own," which OTTO BROWER directed for 20th Century-Fox. MAX GOLDEN produced.

Marxes Test Comedy

The MARX BROTHERS will try out a stage version of the comedy for their next picture, "Go West," on a road tour of three weeks. Plans call for them to be back at the MGM studio in time to start filming the picture May 1. This is the first road test the comedians have made of their film material since "A Day at the Races."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Really got a close-up of PAULETTE GODDARD, on the set of Paramount's "The Ghost Breakers," and to say that the young lady was gorgeous, would be putting it mildly . . . in addition to being a swell actress. Have an idea that PAULETTE could "out-sarong" DOROTHY LAMOUR, if given half a chance.

We would like to add our two words of "Congratulations" to DAVID O. SELZNICK for copping almost all the Academy "Oscars" with his "Gone With the Wind" . . . and we're not forgetting the thousands of boxoffice "Oscars" the picture is winning every day. Ten out of seventeen awards is a big goal for anyone to shoot at in the future. Nice work, DAVE.

And while we're on the subject of "Gone With the Wind," let's not forget the excellent work done by RUSSELL BIRDWELL for two years proceeding the shooting of the picture. The biggest build-up for the biggest picture ever made . . . and the result will make history. No "Oscar," but "Orchids" to BIRD.

Funniest sight we have seen in a long time was HUGH HERBERT doing the "La Conga" with Director LEW LANDERS and Producer KEN GOLDSMITH showing him how. It all happened on the set of Universal's "La Conga Nights," in which HUGH plays a half dozen roles, sings and dances . . . and without the use of a mirror.

Did you know that IDA LUPINO is a composer of no small recognition? Her "Alladin Suite" has been played by the Los Angeles Philharmonic Orchestra, ANDRE KOSTELANETZ, and others . . . and she is working at present on an album of thirty waltzes. Now we know why LOUIS HAYWARD is always smiling.

A great big "hand" to the Screen Publicists Guild for organizing the Guild Publicity Bureau, an organization that will furnish jobs for members who are "between studios." STR wishes you loads of clients . . . to say nothing of our fullest cooperation.





HENRY W. HALL

Mr. Hall, whose picture appears here, is the president of Hall Industries, Beeville, Texas, which operates a string of 22 theatres in the southern part of the Lone Star State. Mr. Hall is also an outstanding member of the Variety Club, Tent No. 17 of Dallas. Last year he was voted one of the ten best all-around members of the Tent. He is a member of the Executive Control Committee and is also on the Entertainment Committee. The latter job is keeping him busy right now, preparing for the National Convention in Dallas to be held April 18, 19 and 20.

Coffin Display Scares Folk Into Seeing "Cat and Canary"

Although we seldom recommend exploitation that veers too much to the gruesome side, occasionally there is an exception. And that exception depends alone on just how your patrons respond to the stunt.

We have it on good authority that Phil Manis, manager of the Model Theatre, Philadelphia, in connection with the showing of "The Cat and the Canary," got his staff together and built a replica of a coffin which was displayed in the inner lobby a week before playdate. When the picture opened, the gruesome box was moved out in front.

The theatre was jammed. It surprised Phil that this type of ballyhoo would get response, but it did. It literally scared people into the theatre.

Distributes "Censored" Letters

An ingenious stunt in connection with the showing of "Ninotchka" was pulled by Frank Shaffer, manager of the Dixie Theatre, Staunton, Va., when he printed a herald in the form of an envelope addressed to "Adorable Ninotchka, Moscow, U. S. S. R." "Censored" was stamped across the envelope. Shaffer also succeeded in getting 500 copies of the daily paper printed across the front page in red letters: "Garbo Laughs at the Dixie Theatre Today."

The Box Office Slant

Human Monster

(*Continued from page* 17)

never tests credulity. Bela Lugosi plays his part with competence and should be a good selling angle. Hugh Williams is a convincing detective and Greta Gynt is a typical Wallace heroine. Since the film was made with the cooperation of Blind Societies such organizations should help in exploiting the film. Have a blind basket maker working in the lobby. There is an excellent still showing Lugosi's eyes which can be tied up in a number of ways with the intriguing title. **(ADULT)**

Catchline: "He thought he'd planned a perfect racket but Scotland Yard was too smart."

AUDIENCE SLANT: THE HORROR FANS WILL GO FOR THIS IN A BIG WAY; IT HAS PLENTY OF ACTION FOR THE WEEK-END FANS.

BOX OFFICE SLANT: WILL BE A GOOD COMPANION FEATURE TO A LIGHT COMEDY.

The Studio Check-Up

[This Week: In Production—39; Being Edited—64
Last Week: In Production—39; Being Edited—67]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

BLAZING SIX SHOOTERS*
TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
MEN WITHOUT SOULS*
DOCTOR TAKES A WIFE*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

OFFENDERS OF THE LAW—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

IN PRODUCTION

MAN WHO WOULD NOT DIE—Boris Karloff. Director, Nick Grinde.

DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson. Director, Charles Borton.

METRO-GOLDWYN-MAYER

BEING EDITED

FLORIAN*
NEW MOON*
FORTY LITTLE MOTHERS*

IN PRODUCTION

EDISON THE MAN*
DR. KILDARE'S STRANGE CASE*
TWO GIRLS ON BROADWAY*
PRIDE AND PREJUDICE*
WATERLOO BRIDGE—Vivien Leigh, Robert Taylor, Virginia Fields. Director, Mervyn LeRoy.

MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Quigley, Ruth Hussey. Director, George Cukor.

TWENTY-MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

ANDY HARDY MEETS DEBUTANTE—Mickey Rooney, Lewis Stone, Judy Garland. Director, George Seitz.

MONOGRAM

BEING EDITED

MIDNIGHT LIMITED*
COVERED WAGON TRAIL*

IN PRODUCTION

SON OF THE NAVY*

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

UNTAMED (Tech.)*
TYPHOON (Tech.)*
OPENED BY MISTAKE*
LIGHT OF THE WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*
HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*
GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff. Director, Preston Sturges.

PARAMOUNT (Cont.)

IN PRODUCTION

DESTINY*
GHOST BREAKERS—Bob Hope, Paulette Goddard. Director, George Marshall.

HENRY ALDRICH No. 1—Jackie Cooper, Leila Ernst, Eddie Bracken. Producer-Director, Theodore Reed.

NORTHWEST MOUNTED POLICE (Tech.)—Gary Cooper, Madeline Carroll, Preston Foster, Paulette Goddard. Producer-Director, Cecil B. DeMille.

RKO-RADIO

BEING EDITED

PRIMROSE PATH*
IRENE*
BILL OF DIVORCEMENT*
BEYOND TOMORROW*
MY FAVORITE WIFE*
COURAGEOUS DR. CHRISTIAN*
THE RAMPARTS WE WATCH—March of Time Feature.

CURTAIN CALL—Barbara Read, John Archer. Director, Frank Woodruff.

YOU CAN'T FOOL YOUR WIFE—Lucille Ball, James Ellison. Director, Ray McCarey.

IN PRODUCTION

SAINT TAKES OVER—George Sanders, Wendy Barrie. Director, Jack Hively.

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

REPUBLIC

BEING EDITED

FORGOTTEN GIRLS*
DARK COMMAND*
RANCHO GRANDE*
GHOST VALLEY RAIDERS*

IN PRODUCTION

IN OLD MISSOURI—Weaver Brothers and Elviry. Director, Frank McDonald.

YOUNG BUFFALO BILL—Roy Rogers, George "Gabby" Hayes. Producer-Director, Joe Kane.

GRANDPA GOES TO TOWN—James, Lucille and Russell Gleason, Harry Davenport. Producer-Director, Gus Meins.

20th CENTURY-FOX

BEING EDITED

JOHNNY APOLLO*
I WAS AN ADVENTURESS*
VIVA CISCO KID*
SAILOR'S LADY*
STAR DUST*
CHARLIE CHAN'S CRUISE*
EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

20th CENTURY-FOX (Cont.)

IN PRODUCTION

LILLIAN RUSSELL*
MARYLAND*
ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable. Director, H. Bruce Humberstone.

MILLION DOLLAR DIAMOND—Florence Rice, Joan Valerie. Director, Ricardo Cortez.

(In England)

GESTAPO—Margaret Lockwood, Rex Harrison. Directed by Carol Reed.

UNITED ARTISTS

BEING EDITED

REBECCA (Selznick)*
SAPS AT SEA (Roach)*
1,000,000 B. C. (Roach)*
THE WESTERNER (Goldwyn)*
GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

OUR TOWN (Lesser)*
TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Clayton Moore. Director, Alfred E. Werker. Produced by Edward Small.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
ENEMY AGENT*
ZANZIBAR*
ALIAS THE DEACON*
MA! HE'S MAKING EYES AT ME*
IT'S A DATE*

IN PRODUCTION

SANDY IS A LADY*
IF I HAD MY WAY*
LA CONGA NIGHTS—Hugh Herbert. Director, Lew Landers.

WARNER BROTHERS

BEING EDITED

TEAR GAS SQUAD*
FUGITIVE FROM JUSTICE*
VIRGINIA CITY (Tech.)*
IT ALL CAME TRUE*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*

IN PRODUCTION

ALL THIS AND HEAVEN, TOO*
TORRID ZONE*
AN ANGEL FROM TEXAS*
SEA HAWK—Errol Flynn, Brenda Marshall, Donald Crisp. Director, Michael Curtiz.

FLIGHT 8—Ralph Bellamy, Virginia Bruce. Director, Lew Seiler.

Feature Booking Guide

STB

BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
ial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

STOR PICTURES

Title	Mins.	Stars	Rel. Date	See Issue of
Whispers (My-D)	86	C. Morris-U. Merkel		Reissued
lked Circle (C)	70	Zasu Pitts-Jimmy Gleason (F)		Reissued
ything Is Rhythm (Mu)		Harry Roy & Band	7/22/39	Not Rev.
rt of New York (Mu)	80	Jolson-Evans-Morgan		Reissued
's Angels (D)	100	Lyon-Harlow-Hall	1/10/40	Reissued
ster Walks (My-D)	60	Mischa Auer		Reissued
Daily Bread (D)	75	Tom Keene-John Qualen (A)		Reissued
of Singapore (D)	76	Noah Beery-Dorothy Burgess	6/24/39	Reissued
(D)	85	J. Crawford-W. Huston		Reissued
face (D)	88	P. Muni-G. Raft-A. Dvorak		Reissued
Devils (C-D)	88	Spencer Tracy		Reissued
et Scene (D)	79	Sylvia Sidney		Reissued
e Broadway Girls (C)	83	Blondell-Evans-Claire		Reissued
hstone Canyon (W)	67	Bob Burns		Reissued
ight Or Never (D)	92	Swanson-Douglas-Karloff		Reissued
bleweeds (W)	86	William S. Hart	5/1/39	Reissued
7 (D)	60	Alan Hale-Claude Allister	8/1/39	Reissued
geance of the Deep (D)	70	Lloyd Hughes (F)	2/15/40	b3/2/40

OLUMBIA

1938-39

ind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells (A)	7/28/39		b8/26/39
d Alley (D)	71	Ralph Bellamy-Rose Stradner (F)	5/11/39		b4/29/39
ndie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake (F)	7/20/39		b7/22/39
ds Over Europe (C-D)	79	Olivier-Hobson-Richardson (F)	6/20/39		b6/24/39
st Guard (D)	70	Scott-Bellamy-Dee (F)	8/4/39		b9/2/39
st Offenders (D)	61	Walter Abel-Beverly Roberts (F)	4/12/39		b8/5/39
e Little Peppers and How hey Grew (C-D)	60	Edith Fellows-Dorothy Peterson (F)	8/22/39		b8/26/39
den Boy (D)	101	Barbara Stanwyck-Wm. Holden (F)	9/5/39		b8/19/39
d Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas (A)	6/30/39		b6/24/39
ga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson (F)	8/30/39		b9/16/39
y and the Mob (C)	65	Fay Bainter-Ida Lupino (F)	4/3/39		b3/11/39
Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg	4/16/39		a2/25/39
e Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver	3/16/39		a1/14/39
From Sundown (W)	58	Chas. Starrett-Iris Meredith (F)	7/15/39		b8/19/39
They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray (A)	8/17/39		b8/19/39
sing Daughters (D)	59	Richard Arlen-Rochelle Hudson (A)	5/22/39		b9/16/39
Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells (F)	3/30/39		b3/18/39
th of the Yukon (W)	64	Chas. Starrett-Linda Winters	3/30/39		a2/4/39
		(Former title, "Mounted Police")			
y Angels Have Wings (D)	122	Jean Arthur-Cary Grant (F)	5/25/39		b5/13/39
side These Walls (D)	61	Dolores Costello-Michael Whalen (F)	5/4/39		b8/5/39
ents on Trial (D)	78	Jean Parker-Johnny Downs (F)	6/29/39		b9/23/39
ers of Black River (W)	59	Chas. Starrett-Iris Meredith (F)	8/23/39		b9/30/39
ilers of the Range (W)	58	Chas. Starrett-Iris Meredith (F)	4/27/39		b8/5/39
pped in the Sky (D)	60	Jack Holt-Katherine DeMille (F)	6/1/39		b2/18/39
stern Caravans (W)	58	Chas. Starrett-Iris Meredith (F)	6/15/39		b7/22/39
ispering Enemies (D)	62	J. Holt-D. Costello (F)	3/24/39		b1/7/39
man Is the Judge (D)	62	Otto Kruger-Rochelle Hudson (A)	7/10/39		b9/30/39

1939-40

azing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas (F)	11/23/39		b11/25/39
are Spooks (C)	68	Joe E. Brown-Mary Carlisle (F)	10/24/39		b10/28/39
zing Six Shooters (W)	61	Charles Starrett-Iris Meredith	4/4/40		a1/6/40
ndie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake (F)	11/9/39		b11/11/39
ndie On a Budget (C)	73	Penny Singleton-Arthur Lake (F)	2/29/40		b3/2/40
lets for Rustlers (W)	58	Charles Starrett-Lorna Gray	3/5/40		a11/25/39
e Hostess (D)	63	Preston Foster-Ann Dvorak (A)	11/30/39		b1/13/40
victed Woman (D)	66	Hudson-Lane-Lang (A)	1/31/40		b3/2/40
d Man's Isle		Peter Lorre-Rochelle Hudson			In Prod.
tor Takes a Wife (D)		Loretta Young-Ray Milland	4/25/40		a2/24/40
e Little Peppers at Home (D)		Edith Fellows-Clarence Kolb	2/8/40		a1/13/40
itive at Large (D)	66	Jack Holt-Patricia Ellis (F)	12/7/39		b8/5/39
den Power (D)	59	Jack Holt-Gertrude Michael (F)	9/7/39		b5/27/39
Girl Friday (C)	92	Grant-Russell-Bellamy (A)	1/18/40		b1/6/40
Married Adventure		Travelogue Feature	4/18/40		In Prod.
e Wolf Strikes (My-D)	66	Warren William-Joan Perry (A)	1/26/40		b1/27/40
n Who Would Not Die		Boris Karloff	4/11/40		In Prod.
n Without Souls (D)		John Litel-Rochelle Hudson	3/4/40		a2/17/40
		(Former title, "Escape from the Big House")			
racle on Main Street (D)	78	Margo-W. Abel-L. Talbot (A)	10/29/39		b2/3/40
Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart (F)	10/19/39		b10/7/39
sie in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth (F)	1/10/40		b12/30/39
Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot (F)	12/28/39		b1/20/40
enders of the Law (D)		Jack Holt-Marian Marsh			In Prod.
tpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith (F)	9/14/39		b11/25/39
side 3-Mile Limit (D)	63	Jack Holt-Irene Ware (F)	3/7/40		b2/17/40
sport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
neers of the Frontier (W)	58	Bill Elliott-Linda Winters (F)	2/1/40		b2/24/40
ndal Sheet (D)	65	Otto Kruger-Ona Munson (A)	10/16/39		b10/28/39
anger From Texas (W)	54	Chas. Starrett-Lorna Gray (F)	11/2/39		b12/23/39
ming of the West (W)	55	Bill Elliott-Iris Meredith	12/7/39		a9/9/39
Days in Paris (D)	82	Rex Harrison-Karen Verne (F)	4/30/40		b10/21/39
ras Stagecoach (W)		Chas. Starrett-Iris Meredith	6/6/40		a1/27/40
		(Former title, "Texas Express")			
se High Gray Walls (D)	82	Walter Connolly-Iris Meredith (A)	9/21/39		b9/30/39
Many Husbands (C)	82	Arthur-MacMurray-Douglas (A)	3/21/40		b3/9/40
o-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith (F)	1/4/40		b1/13/40
Boat 29 (D)	79	Conrad Veidt-Valerie Hobson (F)	10/7/39		b7/15/39
		(Reviewed as "Spy in Black")			

GM

1938-39

dy Hardy Gets Spring ever (C)	85	Mickey Rooney-Lewis Stone (F)	7/21/39		b7/15/39
dal Suite (C-D)	67	Rob't Young-Billie Burke (F)	5/26/39		b5/27/39
adway Serenade (Mu-D)	112	J. MacDonald-L. Ayres (F)	4/7/39		b4/8/39
ling Dr. Kildare (D)	85	L. Ayres-L. Barrymore (F)	4/28/39		b4/29/39
odbye, Mr. Chips (D)	114	Robert Donat-Greer Garson (F)	7/28/39		b5/20/39
rdys Ride High (C-D)	80	Rooney-Stone-Rutherford (F)	4/21/39		b4/22/39
Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.) (F)	3/10/39		b3/11/39
a Wonderful World (My-C)	86	James Stewart-Claudette Colbert (F)	5/19/39		b5/6/39
d From Texas (C-D)	70	Dennis O'Keefe-Florence Rice (F)	4/14/39		b4/8/39
dy of the Tropics (D)	92	Hedy Lamarr-Rob't Taylor (A)	8/11/39		b8/12/39
ky Night (C-D)	82	Myrna Loy-Robert Taylor (A)	5/5/39		b4/29/39
isie (C-D)	72	Robert Young-Ann Sothern (F)	6/23/39		b6/10/39
racles For Sale (D)	70	Florence Rice-Robert Young (F)	8/4/39		b8/5/39
Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi (A)	7/7/39		b7/1/39
gmalion (D)	87	Leslie Howard-Wendy Hiller (A)	3/10/39		b10/29/38
geant Madden (D)	80	Wallace Beery-Laraine Johnson (F)	3/24/39		b3/25/39
00 Enemies (D)	60	Walter Pidgeon-Rita Johnson (A)	6/9/39		b6/3/39
iety Lawyer (D)	77	Virginia Bruce-Walter Pidgeon (F)	3/31/39		b4/1/39
onger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon (F)	6/30/39		b7/1/39
rzan Finds a Son! (D)	81	Weissmuller-O'Sullivan (F)	6/16/39		b6/3/39
ll No Tales (D)	67	Melvyn Douglas-H. B. Warner (F)	5/12/39		b5/20/39
se Glamor Girls (C-D)	80	Lew Ayres-Lana Turner (F)	8/18/39		b8/19/39
ey All Come Out (D)	70	Rita Johnson-Tom Neal (F)	7/14/39		b7/8/39
thin the Law (D)	65	Ruth Hussey-Paul Kelly (F)	3/17/39		b3/18/39
zard of Oz (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan (F)	8/25/39		b8/12/39

MGM

1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
And One Was Beautiful		Jean Muir-Robert Cummings	4/19/40	In Prod.
Andy Hardy Meets Debutante (C)		Mickey Rooney-Lewis Stone		In Prod.
Another Thin Man (My-C)	102	William Powell-Myrna Loy (F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland (F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey (F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds (F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams (A)	9/8/39	b9/9/39
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy (F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson (F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson (F)	9/29/39	b9/30/39
Dr. Kildare's Strange Case (D)		Lionel Barrymore-Lew Ayres	3/29/40	a2/17/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold (A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson		a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern (F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert	3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson	4/26/40	a1/13/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke (F)	3/8/40	b3/2/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.) (F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler (F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr (A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan (F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone (F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray (F)	1/26/40	b1/27/40
Man From Dakota (D)	75	Wallace Beery-Dolores Del Rio (A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice (F)	10/20/39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart		In Prod
New Moon (D)		Jeanette MacDonald-Nelson Eddy	4/5/40	a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson (F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas (A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.) (A)	2/23/40	b2/10/40
Pride and Prejudice (D)		Greer Garson-L. Olivier		a3/2/40
Remember? (C)	83	Robert Taylor-Greer Garson (A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day (F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart (A)	1/12/40	b1/6/40
Strange Cargo (D)	113	Gable-Crawford-Hunter (A)	3/1/40	b3/2/40
Susan and God (D)		Joan Crawford-Fredric March		In Prod.
Thunder Afloat (D)	91	Wallace Beery-Robert Young (F)	9/22/39	b9/23/39
Twenty Mule Team		Wallace Beery-Leo Carillo		In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell	4/12/40	a2/17/40
Waterloo Bridge		Vivien Leigh-Robert Taylor		In Prod.
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell (A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler (F)	3/15/40	b2/17/40

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1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant (F)	6/1/39		b5/27/39
Boys Reformatory (D)	61	Frankie Darro (F)	5/1/39		b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds (F)	11/1/39		b10/28/39
Down the Wyoming Trail (W)	62	Tex Ritter (F)	5/18/39		b6/17/39
Fight For Peace (Doc)	69	Newsreels (A)	10/1/39		b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull (F)	8/7/39		b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy (F)	8/15/39		b8/26/39
Man From Texas (W)		Tex Ritter (F)	7/21/39		a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds (F)	8/1/39		b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford (F)	10/25/39		b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff (F)	3/8/39		b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds (F)	3/8/39		b3/4/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll	8/25/39		a8/5/39
Overland Mail (W)	51	Jack Randall (F)	10/31/39		b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price (F)	8/16/39		b9/9/39
Rollin' Westward (W)	61	Tex Ritter (F)	3/1/39		b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull (A)	6/16/39		b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds (F)	9/9/39		b9/23/39
Streets of New York (D)	73	Jackie Cooper (F)	4/12/39		b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds (F)	6/29/39		b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane (F)	4/5/39		b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (A)	4/19/39		b3/18/39
		(Reviewed as "Dangerous Fingers")			
Wolf Call (D)	61	John Carroll-Movita (F)	5/8/39		b5/27/39

1939-40

Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds (F)	1/30/40		b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	2/24/40		a2/3/40
Covered Wagon Trails (W)		Jack Randall	4/10/40		In Prod.
Danger Ahead (W)	60	James Newill-Dorothea Kent	1/10/40		a12/23/39
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett (F)	2/10/40		b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds (F)	1/15/40		b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane	11/5/39		a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horten-Kruger (F)	11/17/39		b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay (F)	12/25/39		b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes (F)	11/7/39		b11/25/39
Hidden Enemy (D)	63	Warren Hull-Kay Linaker	1/20/40		a12/23/39
		(Former title, "Front Page Lady")			
Human Monster (D)	73	Bela Lugosi (F)	3/9/40		b3/9/40
Midnight Limited (D)		John King-Marjorie Reynolds			a2/24/40
Murder on the Yukon (W)		James Newill-Polly Ann Young	2/17/40		a2/3/40
Phantom Pilot		James Newill	4/15/40		In Prod.
Phantom Strikes (My)	58	Lawson-Henry (F)	11/15/39		b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins (F)	1/25/40		b2/10/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	3/2/40		a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter (F)	11/25/39		b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton (F)	1/15/40		b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker	3/30/40		a3/9/40
Tomboy		Marcia Mae Jones-Jackie Moran	4/5/40		In Prod.
Torpedo Raider (D)		Barry Mackay	2/28/40		Not. Rev.
Westbound Stage (W)	52	Tex Ritter	12/15/39		b3/2/40
Yukon Flight (W)	57	James Newill-Louise Stanley	12/5/39		a11/18/39

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1938-39

Back Door to Heaven (D)	85	Ford-Erwin-Ellis (A)	4/21/39		b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester (A)	3/10/39		b3/12/38
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel (F)	6/30/39		b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel (A)	4/14/39		b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray (A)	3/3/39		b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William (F)	6/2/39		b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick (F)	6/23/39		b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable (F)	6/23/39		b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda (F)	5/12/39		b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George (F)	4/7/39		b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne (F)	6/16/39		b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn (F)	7/28/39		b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan (A)	3/17/39		b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew (A)	4/28/39		b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff (A)	7/21/39		b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour (F)	7/7/39		b8/19/39

PARAMOUNT

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff		8/9/40	In Prod.
Dr. Cyclops (Tech.)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers		Bob Hope-Paulette Goddard			In Prod.
Golden Gloves (D)		Jean Cagney-Robert Ryan		8/2/40	a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Henry Aldrich No. 1		Jackie Cooper-Leila Ernst			In Prod.
Hidden Gold (W)		Wm. Boyd-Russell Hayden		6/7/40	a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of the Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Northwest Mounted Police (Tech.)		Cooper-Carroll-Foster-Goddard			In Prod.
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		5/10/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		6/28/40	a1/20/40
		(Former title, "Woman from Hell")			
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		6/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)	63	Wm. Boyd-J. Clayton-Haden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		7/12/40	a1/13/40
		(Former title, "Hold Your Horses")			
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		6/21/40	a11/25/39
		(Former title, "At Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		7/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)		Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
Beyond Tomorrow (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
		(Former title, "And So Goodbye")			
Bill of Divorcement (D)		Maureen O'Hara-Adolphe Menjou		5/3/40	a1/20/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/5/40	b3/2/40
Courageous Dr. Christian (D)		Jean Hersholt-Dorothy Lovett		4/5/40	a2/24/40
Curtain Call		Barbara Reed-John Archer		4/26/40	In Prod.
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)		Ginger Rogers-Joel McCrea		3/22/40	a12/30/39
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over		Geo. Sanders-Wendy Barrie			In Prod.
Sued for Libel (D)	63	Kent Taylor-Linda Hayes		10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
You Can't Fool Your Wife		Lucille Ball-James Ellison			In Prod.

REPUBLIC

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/24/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)		Louise Platt-Donald Woods			a2/17/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			a3/2/40
Grandpa Goes to Town (C)		The Gleasons-Harry Davenport			In Prod.
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
In Old Missouri		Weaver Bros.-Elviry			In Prod.
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)	56	3 Mesquiteers			a2/17/40
Rancho Grande (W)		Gene Autry-Smiley Burnette			a2/24/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Young Buffalo Bill (W)		Roy Rogers-George Hayes			In Prod.

20TH CENT.-FOX

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hershott-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Cruise (My)		Sidney Toler-Marjorie Weaver			a3/9/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis		3/29/40	b2/17/40
Gestapo (D)		Margaret Lockwood-Rex Harrison			In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	4/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene		4/5/40	a1/27/40
Johnny Apollo (D)		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
(Former title "Dance With the Devil")					
Lillian Russell (D)		Alice Faye-Don Ameche			a2/24/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Maryland (D) (Tech.)		B. Joyce-Payne-Brennan			a3/9/40
Million Dollar Diamond		Florence Rice-Joan Valerie			In Prod.
On Their Own		Jones Family			In Prod.
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Rogue of the Rio Grande (D)		Cesar Romero-Mary Hughes			In Prod.
Sailor's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne		4/5/40	a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)		Cesar Romero-Chris-Pin Martin		4/12/40	a2/10/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Crackpots (C)		Stan Laurel-Oliver Hardy			a12/23/39
(Former title, "Two's Company")					
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)	85	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town (D)		Fay Bainter-Frank Craven			a3/2/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine			a10/14/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
South of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Turnabout		Carole Landis-Hubbard-Menjou			In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Alias the Deacon (C)		Bob Burns			a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	3/29/40	b3/9/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Snerd	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D)		Richard Arlen-Andy Devine		2/2/40	a10/21/39
(Former title, "Test Driver")					
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		5/13/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean		4/26/40	a3/9/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
La Conga Nights (C)		Hugh Herbert		5/31/40	In Prod.
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me (C)		Tom Brown-Constance Moore			a2/24/40
Man From Montreal (D)	60	Richard Arlen-Andy Devine	(F)	12/8/39	b3/2/40
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W)		J. M. Brown-Bob Baker		4/5/40	a9/30/39
(Former title, "Vigilante War")					
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey		5/17/40	a3/2/40
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker		1/19/40	a9/16/39
(Former title, "Galloping Kid")					
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D)		Lola Lane-James Craig		3/8/40	a1/6/40
(Former title, "Rigadoon")					

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
(Reviewed as "Hobby Family")					
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

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All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas (D)		Albert-Wyman-Reagan			a3/9/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Flight 3 (D)		Ralph Bellamy			In Prod.
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)		b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)		Ann Sheridan-Jeffrey Lynn			a12/16/39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		b2/24/40
Mad Empress (D)	95	Modea Novara-L. Atwill	(A)	12/16/39	b4/29/39
(Reviewed as "Juarez and Maxmilian"—States Rights)					
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson			a9/23/39
(Former title, "State Cop")					
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3 16 40	b3/9/40
Till We Meet Again (D)		Merle Oberon-George Brent			a1/27/40
(Former title, "We Shall Meet Again")					
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)		Flynn-Hopkins-Scott		3/23/40	a12/2/39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39

STATES RIGHTS

Title	Mins.	Stars		Rel. Date	See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)	85	Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
(Reviewed as "Hitler, Beast of Berlin")					
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Title	Mins.	Stars			See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3/4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	June	b4/24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks		18	Not Rev.
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire		10	Not Rev.
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies		19	Not Rev.
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets		10	Not Rev.
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Stuffie	Swell	11	3/ 9/40
What Your I.Q.?	Good	7½	3/ 9/40
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies	A Home	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECT			
Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest		9	Not Rev.
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?.	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

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	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1 38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7 29 39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4 8 39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3 18 39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4 22 39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Officer Duck	A Scream	8	9/16/39
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
Canada at War	Interesting	18	3/ 9/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinceplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Play Hours	Excellent	10	2/24/40
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following The Hounds	Outstanding	10	2/24/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well		7	Not Rev.
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Much Ado About Nothing		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Muts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.		8	Not Rev.
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
International Revels		18	Not Rev.
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

VITAPHONE-WARNER 1938-39

Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)		
Boarder Trouble	17	Not Rev.
Broadway Buckaroo ....Okay	20	6/17/39
Cleaning Up	17	Not Rev.
Fat Chance	17	Not Rev.
Hats and Dogs	20	Not Rev.
Home Cheap Home	20	Not Rev.
Knight Is Young	20	Not Rev.
Murder With Reservations	21	Not Rev.
Projection Room	20	Not Rev.
Rollin' in Rhythm	20	Not Rev.
Seeing Red ....Entertaining	20	8/12/39
Small Town Idol....Has Laughs	20	3/11/39
Sophomore Swing ....Swell	20	1/14/39
Spare Parts	20	Not Rev.
Stardust ....Very Clever	18	12/ 3/38
Sundae Serenade	20	Not Rev.
Swing Opera	20	Not Rev.
Toyland Casino ....Great	22	10/ 8/38
Two Shadows	20	Not Rev.
Wardrobe Girl	20	Not Rev.
You're Next-To Closing	20	Not Rev.
Zero Girl .... Good	20	8/20/38
COLOR PARADE (13)		
China Today ....Interesting	11	10/ 8/38
For Your Convenience..Fair	10	7/ 8/39
Mechanix Illustrated ...Interesting	10	11/26/38
Mechanix Illustrated #2..Interesting	10	1/14/39
Mechanix Illustrated #3..Interesting	10	3/ 4/39
Mechanix Illustrated #4..Interesting	10	6/ 3/39
Mechanix Illustrated #5	10	Not Rev.
Mechanix Illustrated #6	10	Not Rev.
Miracles of Sport....Very Good	10	8/27/38
Modern Methods ....Interesting	10	8/12/39
Nature's Mimics ....Interesting	10	12/17/38
Points On Pointers	10	Not Rev.
Roaming Cameramen No. 1 ....Interesting	11	3/25/39
FEATURETS (Tech.) (8)		
Bill of Rights....Excellent	20	8/26/39
Campus Cinderella ....Very Good	18	9/17/38
Declaration of Independence ....None Better	18	10/15/38
Lincoln in the White House ....Outstanding	20	1/14/39
Quiet Please ....Entertaining	20	6/ 3/39
Ride Cowboy Ride....Very Good	20	9/30/39
Sons of Liberty....Absolutely Tops	20	3/25/39
Swingtime In the Movies..Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)		
Chicken Jitters ....Very Good	7	4/ 1 39
Daffy Doc ....Lively	7	12/ 3/38
It's An Ill Wind	7	Not Rev.
Kristopher Kolumbus, Jr	7	Not Rev.
Lone Stranger and Porky ....Very Funny	7	3/11/39
Polar Pals ....Fair	7	6/17/39
Porky and Teabiscuit....Amusing	7	5/27/39
Porky in Egypt	7	Not Rev.
Porky in Wackyland	7	Not Rev.
Porky's Movie Mystery..Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew..Average	7	10/15/38
Porky's Picnic	7	Not Rev.
Porky the Gob....Amusing	7	12/17/38
Porky's Tire Trouble	7	Not Rev.
Scout Trouble	7	Not Rev.
Wise Quack ....Very Good	7	8/12/39
MELODY MASTERS (18)		
Dave Apollon (4706)....Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch	7	Not Rev.
Blue Barron	10	Not Rev.
Larry Clinton (4701)	10	Not Rev.
Larry Clinton (4714)	10	Not Rev.
Eddie De Lange	10	Not Rev.
Jimmy Dorsey	9	Not Rev.
It's the McCoy....Sweet and Hot	10	5/20/39
Merle Kendrick ....Excellent	10	10/ 8/38
Ray Kinney ....Just Fair	10	9/17/38
Jerry Livingston	10	Not Rev.
Clyde Lucas ....Snappy	10	1/14/39
Russ Morgan ....Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style...Lively and Peppy	10	7/23/38
Will Osborne ....Rhythmic	10	8/ 5/39
Rita Rio	10	Not Rev.
Saturday Night Swing Club on the Air....Okay	10	4/ 1/39
Artie Shaw .... For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)		
Bars and Stripes Forever ....Funny	7	7/22/39
Believe It Or Else....Clever Satire	7	6/ 3/39
Count Me Out....Fair	7	12/17/38
Daffy Duck and the Dinosaur ....Excellent	7	3/25/39
Daffy Duck in Hollywood	7	Not Rev.
Dangerous Dan McFoo...A Lallapaloo	7	8/ 5/39
Day at the Zoo....Excellent	7	3/18/39
Detouring America ....Hilarious	7	9/ 2/39
Dog Gone Modern....Funny	7	1/14/39
Feud There Was....Grab It	7	9/17/38
Goldrush Daze	7	Not Rev.
Ham-ateur Night	7	Not Rev.
Harum Scarum ....Excellent	7	8/12/39
Hobo Gadget Band....Good	7	7/15/39
Johnny Smith and Poker-Huntas ....Swell	7	12/17/38
Little Brother Rat....Swell	7	8/19/39
Little Pancho Vanilla....Clever	7	10/15/38
Mice Will Play	7	Not Rev.
Naughty But Mice....Cute	7	8/ 5/39
Night Watchman ....Entertaining	7	11/26/38
Old Glory ....Okay as Propaganda	7	7/ 8/39
Prest-o Change-o ....Good	7	4/ 8/39
Robinhood Makes Good..Diverting	7	3/ 4/39
Sho Man's Land	7	Not Rev.
Thugs With Dirty Mugs	7	Not Rev.
You're An Education ...Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)		
Immortal Brush ....Unusual	9	10/ 8/38
Master's Touch	10	Not Rev.
Pow Wow ....Very Interesting	10	9/17/38
Romance In Color....Highbrow	10	8/19/39

VITAPHONE-WARNER (Cont.)

Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (13)		
Chained ....Gripping	10	3/25/39
Defying Death ....Thrilling	11	12/ 3/38
Haunted House ....Exciting	12	6/17/39
High Peril ....Good Suspense	12	3/ 4/39
Human Bomb ....One of the Best	12	1/14/39
Identified ....Excellent	12	9/24/38
Lives in Peril	12	Not Rev.
Minute From Death	12	Not Rev.
Three Minute Fuse....Suspenseful	12	8/12/39
Toils of the Law	12	Not Rev.
Treacherous Water....Thrilling	12	12/17/38
Verge of Disaster	12	Not Rev.
Voodoo Fire ....Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)		
Crawfords at Home	10	Not Rev.
Dean of the Pasteboards..Informative	10	5/20/39
Gadgeteers ....Kind of Silly	10	12/17/38
Great Library Misery..Excellent	11	9/17/38
One Day Stand....Reminiscent	10	8/12/39
Right Way ....Good Propaganda	10	7/ 8/39
Robbin' Good ....Excellent	10	11/26/38
Ski Girl ....Splendid	10	1/14/39
Table Manners ....Good	10	9/17/38
Tax Trouble ....Fair	10	3/18/39
Vaudeville Interlude	10	Not Rev.
Witness Trouble	10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)		
Alex in Wonderland	20	Not Rev.
Double or Nothing ....Amusing	20	2/17/40
Ice Frolics ....Entertaining	20	9/30/39
One For the Book....Entertaining	20	12/30/39
Remember When ....Swell Entertainment	20	9/ 2/39
Slapsie Maxie's....Perfect Clowning	17	8/26/39
World's Fair Junior....Just Fair	20	11/ 4/39
COLOR PARADE (10)		
American Saddle Horses..Interesting	10	11/25/39
Mechanix Illustrated #1..Good	10	9/ 2/39
Mechanix Illustrated #2	10	Not Rev.
Mechanix Illustrated #3 Interesting	10	2/17/40
Men Wanted	10	Not Rev.
New Horizons ....Good	10	12/30/39
FEATURETS (Tech.) (8)		
Monroe Doctrine ....Excellent	16	10/28/39
Old Hickory ....Outstanding	17	12/30/39
Royal Rodeo ....Entertaining	15	11/25/39
Teddy the Rough Rider..Excellent	19	2/17/40
LOONEY TUNES (16)		
Africa Squeaks ....Hilarious	7	2/24/40
Ali Baba Bound	7	Not Rev.
Film Fan ....Excellent	7	1/ 6/40
Jeepers Creepers ....Funny	7	10/ 7/39
Naughty Neighbors ....Good	7	11/ 4/39
Pied Piper Porky ....Good	7	11/25/39
Pilgrim Porky	7	Not Rev.
Porky's Hotel ....Good	7	9/ 2/39
Porky's Last Stand	7	Not Rev.
Porky the Giant Killer	7	Not Rev.
Slap Happy Pappy	7	Not Rev.
MELODY MASTERS (10)		
Dave Apollon ....Average Musical	10	2 24/40
Frances Carroll and the Coquettes ....Just Filler	10	1/ 6/40
Carl Hoff	10	Not Rev.
Vincent Lopez ....Lively	10	9/23/39
Rubinoff and Orch....Good	10	11/ 4/39
Swing Styles ....Good	10	8/26/39
Symphony of Swing ....Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)		
Busy Bakers	7	Not Rev.
Curious Puppy	7	Not Rev.
Early Worm Gets the Bird	7	Not Rev.
Elmer's Candid Camera	7	Not Rev.
Fagin's Freshmen ....Amusing	7	11/25/39
Fresh Fish ....Swell	7	11/ 4/39
Good Egg	7	Not Rev.
Land of the Midnight Fun ....Superb	7	9/23/39
Little Lion Hunter	7	Not Rev.
Mighty Hunters ....Pleasing	7	2/17/40
Screwball Football ....Swell Cartoon	7	12/30/39
Sioux Me ....Clever	7	9/ 9/39
Sniffles and Bookworm..Cute	7	2/24/40
VITAPHONE VARIETIES (6)		
History Repeats Itself...Good	10	9/30/39
Organ Novelty ....Fair	9	11/11/39
Sword Fishing ....Exciting	10	10/ 7/39
Vote Trouble ....Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Gems of the Orient (Modern)	Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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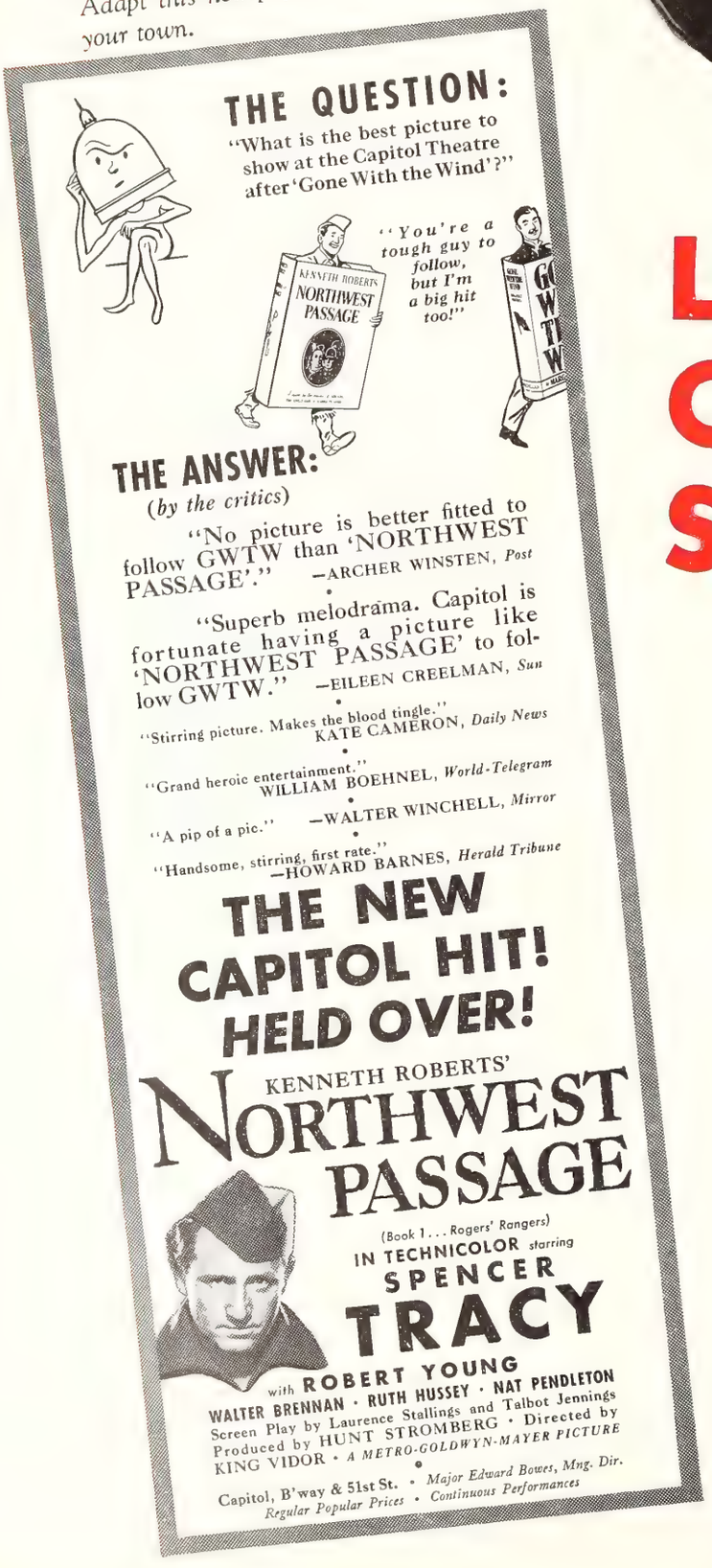
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"Don't be sap! Hold-over 'NORTHWEST PASSAGE' and get plenty mazumeh!*

Take tip from smart fellas who hold-over in

CHICAGO · SPOKANE · HARRISBURG
WORCESTER · MINNEAPOLIS · ST. PAUL
NEW HAVEN · BRIDGEPORT · PORTLAND
SEATTLE · SAN FRANCISCO · PHILADELPHIA
BOSTON (*State & Orpheum Day and Date!*) ·
PITTSBURGH · *More coming!*"

*Chinese for money

The Editorial Page

Tax Education

Our mail bag has been loaded with much correspondence regarding taxes of various theatre corporations concerning depreciation of equipment and various other deductions. These queries are always interesting but they have left us with the decided impression that many theatre owners are sadly in need of competent guidance in the handling of their tax returns.

There are so many angles to the proper handling of these returns that it should be mighty important on the part of all theatre and circuit heads to make sure they are getting the benefit of expert advice and sensible handling of their tax affairs.

STR has been unusually helpful to many who asked for advice or clarification of some of their problems, but STR is not in the tax-consultant business and therefore refrains from answering involved questions about tax matters.

Don't monkey around with your own tax returns or leave it to those not up-to-date on the various allowances and rulings of the Department of Internal Revenue. To do so is not only to flirt with trouble but to lose certain advantages which the Department allows.

When it involves hard earned money, we definitely urge that you watch every detail of your business and not leave it drifting along with the tide. Taxes and tax returns fall into the important class of conserving money not only for the present but for the future, because a wrong tax return this year may cost you plenty of coin in the years to come.

All of which should prove our oft-repeated statement that running a theatre does not consist of booking the show and putting an ad in the paper. Behind all of the visible effort is the administration of an intricate business with more angles than a dog has fleas and every one of those angles, like the fleas, can cause you much annoyance if not looked after and treated properly.

△ △ △

All Pro and No Con

With so many groups out for the big circuit scalps it becomes dangerous for a trade paper to even think something good about circuits much less actually print it. However, we've maintained for a long time that we have as much right to our opinions as the other fellow and so, here goes:

How many independent theatre owners are willing to concede that the whole movie theatre field is indebted to the circuits for the technical and mechanical advances made in the past decade? Yet, this is an absolute fact beyond all argument.

One large circuit alone has spent over a quarter of a million dollars in research to improve its projection, sound, acoustics and all of its physical equipment. And the smallest theatre in the country has benefitted materially from these investments and advancements.

Without the national circuits and their necessity for accomplishing great strides in the operation of their many theatres, the advances of the past ten years would never have been achieved. Each individual theatre operator was concerned about his particular theatre or few theatres and in few instances would they be in the position to spend huge sums to improve or create new and more efficient equipment.

We are not trying to say that the money spent by the national circuits was for the purpose of helping anyone but themselves. Nevertheless, in helping themselves they were helping everyone else.

And most of the experimenting of the future will be done, as in the past, not by individual exhibitors but by circuits with many houses to worry about.

△ △ △

When Television Comes

Everything new or novel excites interest. But whether that interest can be maintained is a horse of another color. Television is in such a class. When it becomes available to the average family they will go for it, hook, line and sinker.

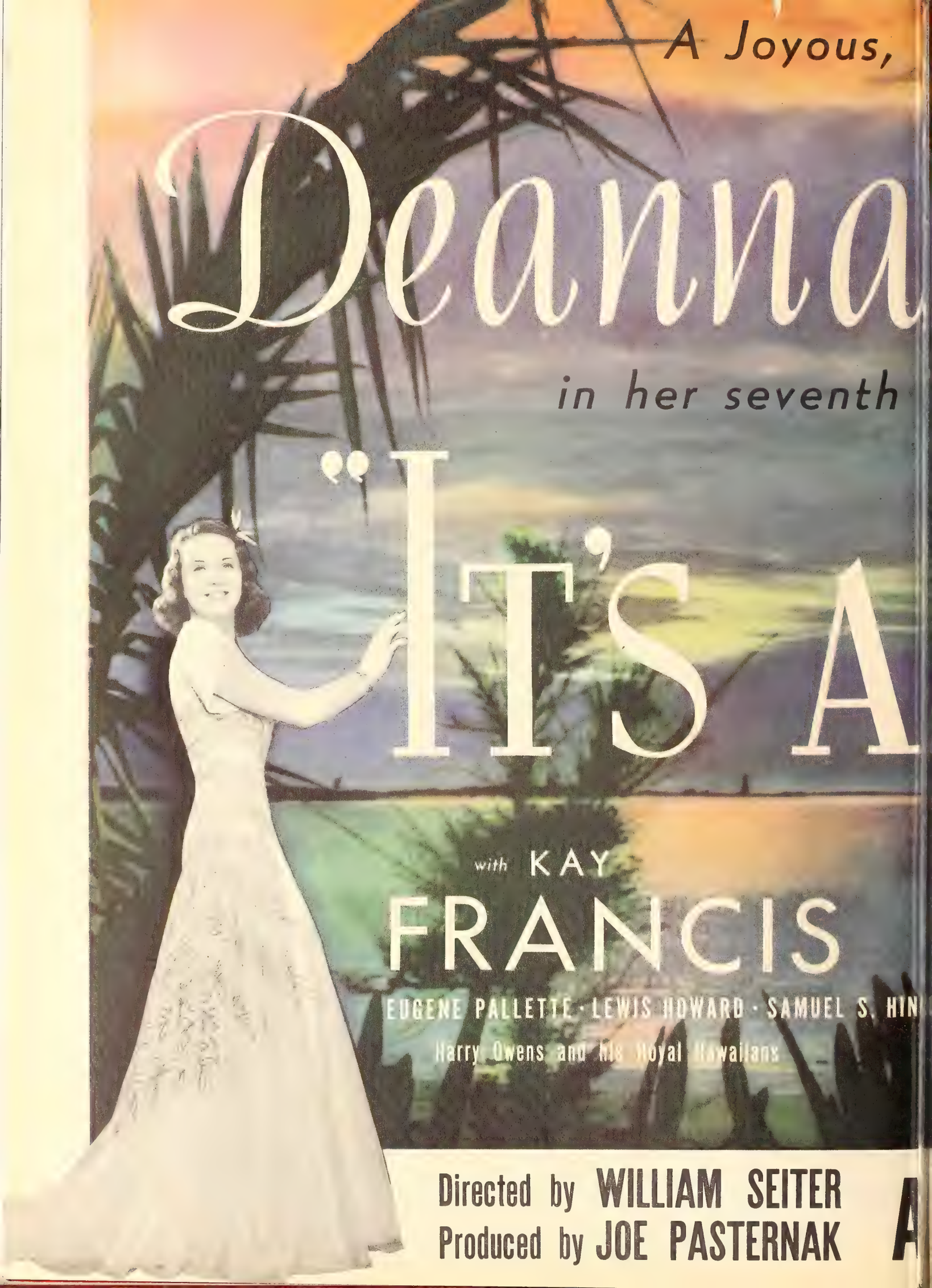
How long it will excite their curiosity and interest will depend on how long the novelty holds out and whether they would rather be entertained by their television receiver at home or at the movies.

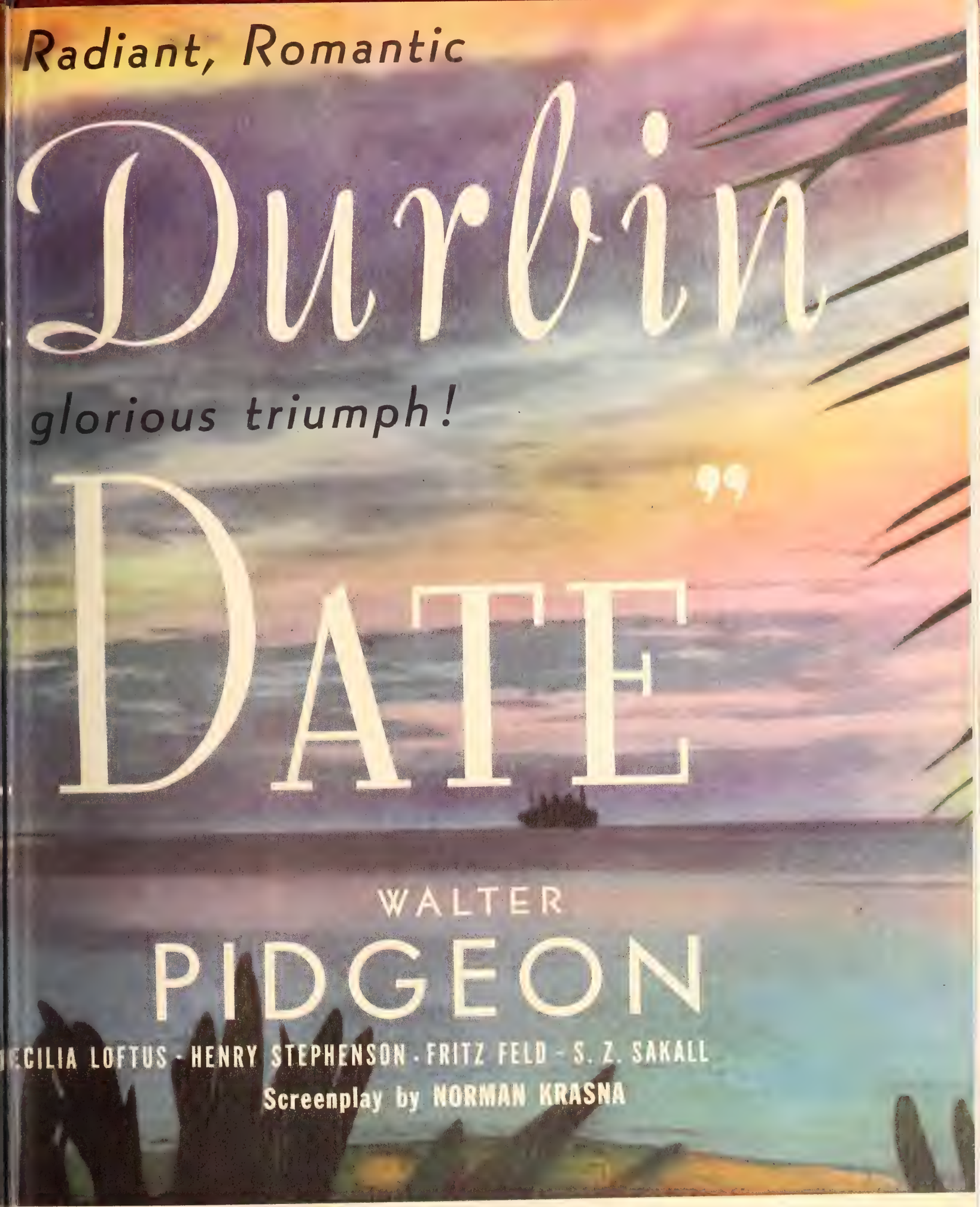
It is reasonable to assume that if the local motion picture theatre offers a clean, comfortable place where the family can sit back and enjoy a show projected to the *n*th degree of perfection, that television receiver at home is going to appeal mighty little to the family. Even though receiving sets may get to sell for a low price the technique is going to be fuzzy and hard on the eyes for a long time to come.

However, in preparation for the arrival of popular television, every theatre man should strive to improve his comfort, projection and sound to a point of perfection that will make television look sick by comparison. This can only be done through the determination of each theatre man to correct all shortcomings in his presentation of pictures.

And the time to do it is now and not when television has made deep inroads into your receipts. When that time comes you'll have a tough time pulling them away from the combined attraction of radio and television in their own homes.

—"CHICK" LEWIS.


A Joyous,
Deanna
in her seventh
"IT'S A
with KAY
FRANCIS
EUGENE PALLETTE · LEWIS HOWARD · SAMUEL S. HIN
Harry Owens and his Royal Hawaiians
Directed by WILLIAM SEITER
Produced by JOE PASTERNAK



JOE PASTERNAK Production

THE STAR AND STARS WHO WILL
MAKE THIS EASTER'S PARADE
HEAD RIGHT FOR YOUR BOX OFFICE!



Because

UNIVERSAL HAS PRINTS *Now!*

Released March 22nd!

LITHO

Selling the Picture

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Abe Lincoln in Illinois	Mar. 2
Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Fighting 69th	Jan. 27
First Love	Nov. 11
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
House Across the Bay	Mar. 9
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
It's a Date	This Issue
Joe and Ethel Turp Call On The President	Dec. 9
My Little Chickadee	Feb. 24
Ninotchka	Nov. 4
Northwest Passage	Feb. 24
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Strange Cargo	This Issue
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Vigil in the Night	Feb. 17

Money Dates

APRIL

14th

PAN AMERICAN DAY. This is a day to be observed by all of the Americas in Good Neighborly fashion. It would be a good gesture to invite people from South and Central America to the theatre on this day and perhaps show a travelogue of Latin America.

BE KIND TO ANIMALS WEEK. Sponsored by the American Humane Society, 80 Howard Street, Albany, N. Y. This is a good time for that pet show you've been planning for a long time. MGM has a subject called "Stuffie" which is particularly appropriate for this day as it is directly along this line. Tie up with the local SPCA and watch STR's short subject pages for special tieups on the subject.

15th

NATIONAL GARDEN WEEK. This is the occasion when many garden clubs hold their annual competitions. Offer prizes for the best ones and include in your program a few notes about gardening.

NATIONAL FOOT HEALTH WEEK. Sponsored by the National Foot Health Council, Rockland, Mass. Cooperate with local chapters to earn goodwill.

19th

PATRIOT'S DAY. Anniversary of Paul Revere's ride. Tie up with the schools. Offer a prize for the best essay about the ride. Blow up the famous poem, "The Midnight Ride of Paul Revere" for a lobby display. It's a legal holiday in Maine and Massachusetts so there you can charge holiday prices and make the most of it.

FIRST AMERICAN SHOT IN WORLD WAR FIRED, 1917. Lieut. Commander Ware was the man who "pulled the trigger." It would make a good tieup in connection with such a picture as "The Fighting 69th" or any other picture with a war background.

Leap Year Wedding Makes Grosses Leap

Since February 29 comes only once every four years, it is a smart manager who takes advantage of the occasion to make that day a banner one at the box office. One theatre, we remember, staged a "Leap Year Midnight Show" to which the girls were to bring their boy friends—call for them, bring them to the theatre, pay their way in and take them home again.

Now along comes Guido Trusty, manager of the Palace Theatre, Greenfield, Tenn., and member of the STR Program Exchange, with a stunt that netted him extra receipts on the evening of February 29. It required a lot of hard work, Guido reports, but it was well worth the effort, and "if properly handled, it should do capacity business."

A couple were married on the Palace stage. From every merchant in town Guido promoted gifts, and the merchants, in return, received their names on circulars which were distributed and in newspaper ads which were more or less duplicates of the circulars. Work was started on the stunt almost a month in advance, and the newspaper came through each week with plenty of publicity. The circulars went out to Greenfield citizens three weeks ahead of the Leap Year Night Wedding, while smaller dodgers were distributed the week before.

The promoted gifts amounted to $100, and also included was the marriage service, the license and a six months pass for two, good anytime at the Palace. A wedding ring was donated by a local drug store.

According to the rules, the couple had to be white and prove that they would make their home in the Greenfield Trade District. Applications could either be made in person or mailed to the office of the Palace. They were then presented to the Judges, who made the final selection. Not before the wedding did the public learn the identities of the man and woman to be bound together in holy matrimony.

Guido tells us that he will be happy to furnish specific details of his campaign to other exhibitors who write to him. And it's certain he'll be receiving a lot of "fan mail," for here's a stunt that's good almost anytime, and will be especially appropriate for the romantic month of June.

Pies Given Away—Not Thrown

A dozen pies to be given away were promoted from a local bakery as an exploitation stunt for the engagement of "Hollywood Cavalcade" at the Plaza Theatre, Tilbury, Ontario.

•

Hal Wallis and Mrs. Wallis, better known as Louise Fazenda, being interviewed by an Albany, N. Y. newspaperman on the subject of the story of "Dr. Ehrlich's Magic Bullet." The interview was arranged by Jules Curley, director of advertising and publicity for Warner Bros. in Albany.

•



"Too Many Husbands" Bill

Believe it or not, the exploitation department at Columbia under Frank McGrann, got a Bill in the New York Legislature named after their picture. In the photo above Mrs. Edward W. Kinsella, head of the newly formed Association Opposed to the "Too Many Husbands" Bill, supervises the taking of the first signature on a measure introduced in the State Legislature, barring alimony awards to girls seeking their second or subsequent divorces. The story broke the front pages of the newspapers and all the wire services.

Songs Coming from Sidewalk Grill Stop Pedestrians

To exploit one of Gene Autry's latest westerns, probably "South of the Border," although the title was not reported, Herman Comer, manager of a Warner theatre in Philadelphia, arranged with Gimbel's musical department to use a display and to insert heralds in each package; had the newstands display imprinted dummy *Radio Guide* covers; and distributed heralds which resembled the front cover of a song sheet.

But the stunt that stopped 'em dead in their tracks (it's one that you could use on almost any musical or picture in which someone sings) was the playing of Autry records, with the music coming from the iron grill on the sidewalk. Passers-by looked all around trying to figure out where that music was coming from.



COMPLETE SURVEY OF 1939–1940

COLUMBIA

Sold 40 features, 15 Westerns.
Completed 21 features, 7 Westerns, 1 special release.
Being Edited 4 features, 1 Western, 1 special release.
In Production 1 feature.

COMPLETED

Hidden Power
Those High Grey Walls
U-Boat 29*
Scandal Sheet
Miracle on Main Street
Blondie Brings Up Baby
Stranger from Texas (W)
Beware Spooks
Mr. Smith Goes to Washington
Amazing Mr. Williams
Cafe Hostess
Fugitive at Large
My Son Is Guilty
Music in My Heart
His Girl Friday
Taming of the West (W)
Two-Fisted Rangers (W)
Ten Days in Paris
Outpost of the Mounties (W)
Lone Wolf Strikes
Convicted Woman
Pioneers of the Frontier (W)
Five Little Peppers at Home
Blondie on a Budget
Outside the 3-Mile Limit
Men Without Souls
Too Many Husbands
Bullets for Rustlers (W)
Blazing Six Shooters (W)
** Special Release.*

BEING EDITED

Texas Stagecoach (W)
Passport to Alcatraz
Doctor Takes a Wife
I Married Adventure*
Offenders of the Law
Man Who Would Not Die
** Special Release.*

IN PRODUCTION

Dead Man's Isle

METRO-GOLDWYN-MAYER

Sold 44-52 pictures.
Completed 28 and "Gone With the Wind."
Being Edited 5.
In Production 9.

COMPLETED

1 The Women
5 Blackmail
4 Thunder Afloat
3 Dancing Co-Ed
6 Fast and Furious
8 Marx Bros. "At the Circus"
9 Babes in Arms
10 Bad Little Angel
7 Ninotchka
11 Remember?
12 Secret of Dr. Kildare
13 Another Thin Man
14 Joe and Ethel Turp Call on the President
2 Henry Goes Arizona
15 Nick Carter, Master Detective
16 Judge Hardy and Son
17 Balalaika
18 Earl of Chicago
20 Shop Around the Corner
19 Congo Maisie
22 Lambeth Walk
26 I Take This Woman
21 Broadway Melody of 1940
24 Man From Dakota
25 Northwest Passage
23 Strange Cargo
27 Ghost Comes Home
28 Young Tom Edison
Gone With the Wind—*Special Release*

MGM (Cont.)

BEING EDITED

Florian
Forty Little Mothers
New Moon
And One Was Beautiful
Two Girls on Broadway

IN PRODUCTION

Edison the Man
Waterloo Bridge
Susan and God
Pride and Prejudice
Mortal Storm
Twenty-Mule Team
Dr. Kildare's Strange Case
Andy Hardy Meets Debutante
Boom Town

MONOGRAM

Sold 30 features, 16 Westerns.
Completed 10 features, 10 Westerns, 1 extra release.
Being Edited 2 features, 1 Western.
In Production 2 features, 2 Westerns.

COMPLETED

3931 Fight For Peace*
3936 Crashing Thru (W)
3919 Heroes in Blue
3937 Fighting Mad (W)
3923 Phantom Strikes
3951 Roll, Wagons, Roll (W)
3938 Yukon Flight (W)
3952 Westbound Stage (W)
3912 Gentleman from Arizona (W)
3930 Danger Ahead
3918 Secret Four
3907 Fatal Hour
3922 Hidden Enemy
3917 Chasing Trouble
3961 Pioneer Days (W)
3924 East Side Kids
3962 Cheyenne Kid (W)
3928 Murder on the Yukon (W)
3925 Torpedo Raider
3953 Rhythm of the Rio Grande (W)
3916 Human Monster
** Special Release.*

BEING EDITED

Midnight Limited
Covered Wagon Trail (W)
Son of the Navy

IN PRODUCTION

Phantom Pilot (W)
Colorado Trail (W)
Tomboy
Liberty Radio

PARAMOUNT

Sold 52 features, 6 Westerns.
Completed 31 features, 4 Westerns.
Being Edited 12 features, 2 Westerns.
In Production 5 features.

COMPLETED

3901 Death of a Champion
3954 Range War (W)
3902 Beau Geste
3903 $1,000 a Touchdown
3904 Honeymoon in Bali
3909 Cat and the Canary
3910 Rulers of the Sea
3911 Our Neighbors—the Carters
3912 Night of Nights

PARAMOUNT (Cont.)

3908 Disputed Passage
3955 Law of the Pampas (W)
3905 What a Life
3906 Jamaica Inn
3907 Television Spy
3913 Llano Kid
3914 All Women Have Secrets
3915 Gulliver's Travels
3916 Great Victor Herbert
3917 Emergency Squad
3918 Geronimo
3919 Remember the Night
3956 Sante Fe Marshal (W)
3920 Parole Fixer
3921 Light That Failed
3922 Sidewalks of London
3923 Knights of the Range
3924 Seventeen
3957 Showdown (W)
3925 Women Without Names
3926 Road to Singapore
3927 Farmer's Daughter
3928 Adventure in Diamonds
3929 Dr. Cyclops
3930 French Without Tears
This Man in Paris

BEING EDITED

Untamed
Opened by Mistake
Biscuit Eater
Those Were the Days
Way of All Flesh
Golden Gloves
Buck Benny Rides Again
Typhoon
Light of the Western Stars
Hidden Gold
Safari
Stagecoach War (W)
Queen of the Mob
Down Went McGinty

IN PRODUCTION

Destiny
Henry Aldrich
Ghost Breakers
I Want a Divorce
Northwest Mounted Police

RKO-RADIO

Sold 54 features, 6 Westerns.
Completed 26 features, 3 Westerns.
Being Edited 8 features.
In Production 2 features.

COMPLETED

3 Full Confession
2 Day the Bookies Wept
1 Nurse Edith Cavell
4 Three Sons
10 Flying Deuces
6 Allegheny Uprising
12 Sued For Libel
81 Marshal of Mesa City (W)
5 Meet Dr. Christian
11 That's Right, You're Wrong
8 Reno
13 Two Thoroughbreds
15 Hunchback of Notre Dame
82 Legion of the Lawless (W)
16 Mexican Spitfire
14 Married and in Love
9 Abe Lincoln in Illinois
61 Queen of Destiny
21 Saint's Double Trouble
18 Marines Fly High
7 Vigil in the Night
19 Swiss Family Robinson
91 Pinocchio
20 Little Orvie
17 Isle of Destiny
22 Millionaire Playboy
23 Primrose Path
83 Bullet Code (W)
28 Bill of Divorcement
Escape to Paradise (945) is a 1938-39 release

BEING EDITED

24 Irene
30 Courageous Dr. Christian
25 My Favorite Wife
31 And So Goodbye
27 Curtain Call
Saint Takes Over
You Can't Fool Your Wife
Ramparts We Watch

IN PRODUCTION

Tom Brown's School Days
Anne of Windy Poplars

REPUBLIC

Sold 30 features, 24 Westerns.
Completed 11 features, 8 Westerns.
Being Edited 1 feature, 2 Westerns.
In Production 2 features, 2 Westerns.

COMPLETED

911 Flight at Midnight
912 Calling All Marines
951 Arizona Kid (W)
961 Kansas Terrors (W)
913 Sabotage
914 Jeepers Creepers
905 Main Street Lawyer
915 Covered Trailer
952 Cowboys from Texas (W)
962 Saga of Death Valley (W)
941 South of the Border (W)
953 Days of Jesse James (W)
916 Thou Shalt Not Kill
917 Money to Burn
963 Heroes of the Saddle (W)
918 Wolf of New York
919 Village Barn Dance
964 Pioneers of the West (W)
920 Forgotten Girls

BEING EDITED

Dark Command
Rancho Grande (W)
Ghost Valley Raiders (W)

IN PRODUCTION

In Old Missouri (W)
Young Buffalo Bill (W)
Grandpa Goes to Town
Women in War

Summary of Feature Product

	Sold	Completed	Being Edited	In Prod
Columbia	42†	21*	5*	1
Westerns	15	7	1	....
MGM	44–52	29*	5	9
Monogram	30*	11*	2	2
Westerns	16	10	1	2
Paramount	52	31	13	5
Westerns	6	4	2	....
RKO-Radio	54	26	8	2
Westerns	6	3	....	....
Republic	30	11	1	2
Westerns	24	8	2	2
20th Cent.-Fox	52	38	7	5
United Artists	34	16	7	2
Universal	51	31	4	3
Westerns	7	4	1	....
Warner Bros.	48	30	6	5
Total	517	276	64	40

† Including 2 special releases. * Including 1 special release.

FEATURES RELEASED UP TO DATE

TWENTIETH CENTURY-FOX

Sold 52 pictures.
Completed 38.
Being Edited 7.
In Production 5.

COMPLETED

1 Elsa Maxwell's Hotel for Women
2 Chicken Wagon Family
3 Stanley and Livingstone
4 Quick Millions
5 Adventures of Sherlock Holmes
6 Charlie Chan at Treasure Island
11 Rains Came
8 Stop, Look and Love
9 Here I Am a Stranger
10 The Escape
7 Hollywood Cavalcade
14 Pack Up Your Troubles
18 Shipyard Sally
13 20,000 Men a Year
19 Heaven With a Barbed Wire Fence
15 Drums Along the Mohawk
16 Too Busy to Work
20 Daytime Wife
21 City in Darkness
24 Honeymoon's Over
26 Barricade
22 Inspector Hornleigh On Holiday
29 Everything Happens at Night
12 Cisco Kid and the Lady
17 Swanee River
27 City of Chance
23 He Married His Wife
28 High School
30 Man Who Wouldn't Talk
31 Little Old New York
32 Young as You Feel
33 They Came by Night
34 Charlie Chan in Panama
40 Grapes of Wrath
25 Blue Bird
37 Free, Blonde and 21
Girl Must Live
41 Shooting High

BEING EDITED

I Was an Adventuress
Sailor's Lady
Earthbound
Viva Cisco Kid
Star Dust
On Their Own
Charlie Chan's Murder Cruise

IN PRODUCTION

Lillian Russell
Rogue of the Rio Grande
Maryland
Gestapo
Million Dollar Diamond

UNITED ARTISTS

Sold 34 pictures as follows: Goldwyn—4, Roach—5, Selznick—3, Wanger—6, Korda—5, Small—7, Chaplin—1, Fairbanks—1, Lesser and Lubitsch—1, Loew—1.

Completed 16 pictures as follows: Goldwyn—3, Roach—4, Selznick—1, Wanger—4, Korda—3, Small—2.

Being Edited 7 pictures as follows: Goldwyn—1, Roach—2, Korda—1, Selznick—1, Chaplin—1, Lesser—1.

In Production 2 pictures as follows: Roach—1, Small—1.

COMPLETED

Four Feathers (Korda)
Real Glory (Goldwyn)
Man in the Iron Mask (Small)
They Shall Have Music (Goldwyn)
Winter Carnival (Wanger)
Housekeeper's Daughter (Roach)
Eternally Yours (Wanger)
Intermezzo (Selznick)
Lion Has Wings (Korda)
Over the Moon (Korda)
Of Mice and Men (Roach)
Raffles (Goldwyn)
Slightly Honorable (Wanger)
Chump at Oxford (Roach)
House Across the Bay (Wanger)
My Son, My Son! (Small)

BEING EDITED

Rebecca (Selznick)
Saps at Sea (Roach)
1,000,000 B.C. (Roach)
Westerner (Goldwyn)
Our Town (Lesser)
Great Dictator (Chaplin)
Thief of Bagdad (Korda)

On these pages STR presents its bi-monthly survey of features. The number sold by each company, the number being edited and the number in production are given under each company's name. For casts and credits consult the booking guide and STR's reviews of the completed pictures.

Checking off the production numbers on these schedules and the order of releases will keep you up to date on your cancellation privileges which were given in detail for each company in the issue of March 2 on page ..... All pictures listed under the heading "completed" are given in the order of their release, so if you are permitted to cancel one in each five or each ten, you have a ready check on your cancellation privileges. However, the order of release may differ in certain exchange centers because of opening dates of key runs, etc.

UNITED ARTISTS (Cont.)

IN PRODUCTION

Turnabout (Roach)
South of Pago Pago (Small)

UNIVERSAL

Sold 40 features, 3 from Harry Edington, 7 Westerns, 7 outdoor pictures and "The Mikado."

Completed 25 features, 4 Westerns, 5 outdoor pictures, "The Mikado," and 1 from Harry Edington.

Being Edited 4 features, 1 Western.

In Production 3 features.

COMPLETED

4010 The Under-Pup
4051 Mutiny on the Blackhawk
4024 Hawaiian Nights
4044 The Mikado
4017 Two Bright Boys
4027 Witness Vanishes
4014 Rio
4035 Hero for a Day
4052 Tropic Fury
4020 Call a Messenger
4053 Legion of Lost Flyers
4030 One Hour to Live
4019 Little Accident
4058 Desperate Trails(W)
4059 Oklahoma Frontier (W)
4012 Tower of London
4016 Big Guy
4026 Laugh It Off
4054 Man From Montreal
4028 Missing Evidence
4011 Charlie McCarthy, Detective
4002 Destry Rides Again
4021 Oh, Johnny, How You Can Love
4009 Invisible Man Returns
4041 Green Hell
4060 Chip of the Flying U (W)
4061 West of Carson City (W)
4055 Danger on Wheels
4004 My Little Chickadee
4038 Honeymoon Deferred
4032 Framed
4034 Double Alibi
4025 Zanzibar
4022 Ma, He's Making Eyes at Me
Black Friday
House of the Seven Gables

BEING EDITED

Enemy Agent
It's a Date
Alias the Deacon
La Conga Nights
Riders of Pasco Basin (W)

IN PRODUCTION

Sandy Is a Lady
If I Had My Way
I Can't Give You Anything But Love, Baby

WARNER BROTHERS

Sold 48 features.
Completed 30 features.
Being Edited 6.
In Production 5.

COMPLETED

452 Old Maid
419 Nancy Drew and the Hidden Staircase
461 Dust Be My Destiny
469 No Place to Go
462 Espionage Agent
418 Pride of the Blue Grass
463 On Your Toes
470 Smashing the Money Ring
403 Roaring Twenties
411 Kid Nightingale
402 Private Lives of Elizabeth & Essex
413 Dead End Kids on Dress Parade
458 We Are Not Alone
464 Return of Dr. X
471 Private Detective
481 Mad Empress
453 Four Wives
408 Invisible Stripes
415 Child Is Born
406 Brother Rat and a Baby
416 British Intelligence
451 Fighting 69th
420 Calling Philo Vance
421 Granny Get Your Gun
459 Castle on the Hudson
Dr. Ehrlich's Magic Bullet
Three Cheers for the Irish
Virginia City
King of Lumberjacks

BEING EDITED

Tear Gas Squad
It All Came True
Till We Meet Again
Fugitive from Justice
Saturday's Children
Angel from Texas

IN PRODUCTION

Torrid Zone
Flight 8
Sea Hawk
Brother Orchid
All This and Heaven Too

Distributors Well Up on Current Release Skeds

(*Continued from Page 6*)

start working on 1940-41 releases. Of a total of 517 releases sold this season, 276 have been completed, 64 are being edited and 40 are in production.

Topping the list in percentage of completed pictures is 20th Century-Fox, which has 38 out of 52 completed, seven in the cutting rooms and five in production, leaving only two pictures to complete the season's program. Paramount has completed 60 percent of its total commitment of 52, or 31 pictures, has 13 being edited and 5 in production, not counting the Hopalong Cassidy Westerns, which are practically finished. This leaves Paramount only two more to finish its current season's program.

Warner Brothers has a total of 41 either released or in various stage of work, out of a total of 48 promised. MGM has completed 28 of its total, has five in the cutting rooms and 9 in production, the latter being the top figure for any company. MGM has a minimum commitment of 44 and a maximum of 52 pictures. Universal is in good shape, too, with 31 completed of its total of 51, 4 in the cutting rooms and 3 in production. Some of this company's product will not be made as for example, the three-picture commitment of Harry Edington, who delivered "Green Hell" and then went to RKO.

AGAIN BREAKING RECORDS ON THE BIG CIRCUITS

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Program Exchange

Programs to the Right of Us, Programs to the Left of Us— And Several Good Ideas, Too

WE'RE going to call this our "wonder" discussion, because we wonder how we're going to get through all the programs that have piled up on our desk during the past few days. So forgetting this windy, rainy weather, we'll launch right into the work at hand.

Maurice Osterman has sent us the latest copy of Movie Guide, which is published for Shea theatres in western New York State. As we have said before in these columns, it's one of the better tabloid publications. The "newsy" news, the various departments to interest every member of the family, make it a program that is thoroughly read before relegated to the wastebasket.

We've mentioned Dave Magleora before, but this week the Windsor Locks (Conn.) exhibitor has forwarded not only his program, but some other stunts that members might like to know about. First, we have the copy of a letter Dave sends to his program recipients in which he reasons that since they have requested programs, they must be aware that "the New Rialto gives its patrons the biggest and best show in this vicinity, and that you are but one of our many satisfied patrons and boosters."

Asks for Boosters

"No doubt," he continues, "you have many friends and neighbors who have never visited the New Rialto, and I know you will be doing them, as well as us, a great service if you will fill in the names and addresses of ten of your neighbors and friends, and send them to us. Upon receiving the list, properly signed by you, I shall be pleased to mail you a pass for two (2) to show my appreciation of the service you have rendered."

Magleora took advantage of Washington's birthday by staging a theatre party for children whose birthdays were also celebrated on the same day. And since among them was a set of twins, a story about the matinee and a picture of the twins got a front-page break in the local press. That's great work, Dave, and you deserve a lot of credit. On the back of his current program, he gives ten reasons why people should attend the New Rialto, and they're darn good reasons, too.

Thanks to Myron McLeod for a few copies of his program for the Patricia Theatre, Powell River, B.C. In publicizing "The Lion Has Wings," he reproduces a special article on the subject which appeared recently in *The New York Times* and also a trade paper review on "Juarez."

A couple of unique heralds from Harold Grott are on our desk. One of them, when closed, is worded "Do Not Open." When opened, the copy warns the holder to "beware of 'The Return of Dr. X'—he lives to kill, and kills to live, etc." Another, on "The Great Victor Herbert," provided space for girls to make their lip imprints, the pair most nearly resembling those of Mary Martin receiving a prize. Harold's house programs, as usual, are neat and attractive, and evidently do a good selling job for the Met Theatre, which by the way, is in Baltimore—at least that's the Met to which we have reference.

Manager Tom Pringle of the Ideal Theatre, Toronto, Can., goes back to the days of Noah for a little story which appears in his program. It seems that two old friends were exploring the Art Gallery one day and came upon a fashionable picture which showed the Flood, with the Ark floating on the water and an unfortunate elephant drowning.

"I wonder why that elephant didn't manage to get in the Ark?" asked one.

"He was late," replied the other. "He spent too much time packing his trunk."

As a moral to that story, Pringle advises that "when you start out for the Ideal Theatre you have no trunk to pack! Make an effort to attend the early shows! Standing in line these cold nights is most uncomfortable and quite unnecessary."

He Quotes Confucius

Pringle is quoting Confucius these days, just like everyone else seems to be doing. It seems that Confucius say: "The big voice signifies the small mind." And in view of that bit of philosophy, Pringle goes on to say that "5000 years have not altered this truth, although it is expressed on our highways today with less grace and more profanity. Use courtesy when driving."

Incidentally, Confucius is being quoted in a majority of the programs. In W. S. Samuel's, for example, he say: "Man who take best girl or family to Rex often, will make big hit." The Reminder, program for the Wallace and Rose theatres, Levelland, Texas, quotes the Chinaman's brother, who say: "Confucius talk too much."

Johnny-on-the-spot—that's Cinemag. The Paragould (Ark.) theatre weekly, in the manner of a newspaper, had a front page story on the Academy Awards shortly after they were made. Editor Orris Collins is certainly on his toes.

Although J. Glenn Caldwell, manager of the Princess Theatre, Aurora, Mo., is no longer a member of the Program Exchange, it was darn nice of him to send us a copy of his anniversary program. Opening into a spread, the outside was printed in red, while the inside was green. And not only the manager, but "The Princess Gang" as well, thanked the public for its patronage during the past year and hoped "your hours spent at the Princess will be among your most pleasant."

We've used all our space this week, so the only thing we can do now is plan to be back here again next week. We'll be expecting you, too.

"—Will Do Much Good—"

"There isn't any other trade paper which sells the idea of making up good programs as well as STR. And I am sure it will do much good for everyone — theatre owner, patron, and motion picture producers."

Thomas di Lorenzo,
New Paltz Theatre,
New Paltz, N. Y.

—Your Application Blank—

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Service with Sincerity

I'm just an average human being, and I like motion pictures, though I confess I pick the theatre up the street in preference to the one near my home. And, one reason is that almost every time I go into that theatre, I see the manager around the lobby or somewhere inside. He's got so he recognizes me, too, and that makes me feel good. Funny thing, isn't it, that we all like to think that someone else thinks we amount to something? And it's a downright good feeling. Whether it's wrong or not, I do like that nod from the manager.

Did you ever step up to the girl at the cashier's window and ask her politely just what was on the screen and what time it would be over, and be met with some careless reply that showed she didn't know in the first place, and didn't care in the second place? I wondered why the manager didn't have her posted.

The girl in the box office up the street is not just a ticket seller. It's not that she's always courteous and always smiles; the big thing is that she knows her "stuff." She knows what's going on inside the theatre, and because of her, I think more of the manager's intelligence, and somehow I feel I'll see a better show there.

The sum and substance of the whole thing is that if any theatre manager wants to please me, the first thing he must do is act human, and that goes for his whole staff! And, I'm an average theatregoer and I like my pictures.

Six Pre-Release Engagements on "Cyclops" Get Special Exploitation

Paramount has scheduled six pre-release test engagements in as many cities for "Dr. Cyclops" and has assigned special exploitation men to handle each engagement, according to Neil Agnew, vice-president in charge of sales.

Preceding the national release date of April 5 by approximately one month, "Dr. Cyclops" will be pre-released in Kansas City and Denver on March 6, Hartford and Providence on March 7, Altoona on March 8 and Nashville on March 9. Special advertising campaigns, 24-sheet and teaser posting and elaborate exploitation will back up each of these engagements, R. M. Gillham, Paramount ad and publicity director, announced.

The exploitation men who are now in the field with instructions to follow through the entire engagement in each city are Leon Benson of the studio staff who is handling Denver; Maxwell Joice, Kansas City; Tom Jefferson, Hartford and Providence; Bud Getschal, Nashville; and Charles Perry, Altoona.

"Lincoln" Bulletins Mailed To All Los Angeles Schools

A tiein between the Four Star Theatre at Los Angeles and the Los Angeles City School District during the run of "Abe Lincoln in Illinois" resulted in the mailing of a special bulletin to all schools in the district carrying the following endorsement:

"This impressive picture is both timely in its theme and satisfying in its representation of the strange greatness of its hero. We recommend it without reservation, and hope that it may be possible for great numbers of our pupils to have the privilege of its inspiration."

The novel a million readers praised, now ready for a high place among 1940's box-office champions

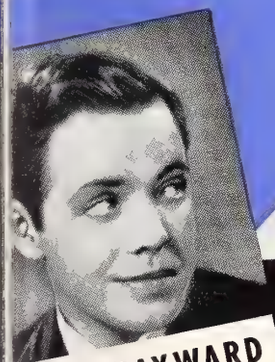


ADELEINE CARROLL
as LIVIA VAYNOL

MY SON, MY SON!



RIAN AHERNE
as WILLIAM ESSEX



OUIS HAYWARD
as OLIVER ESSEX

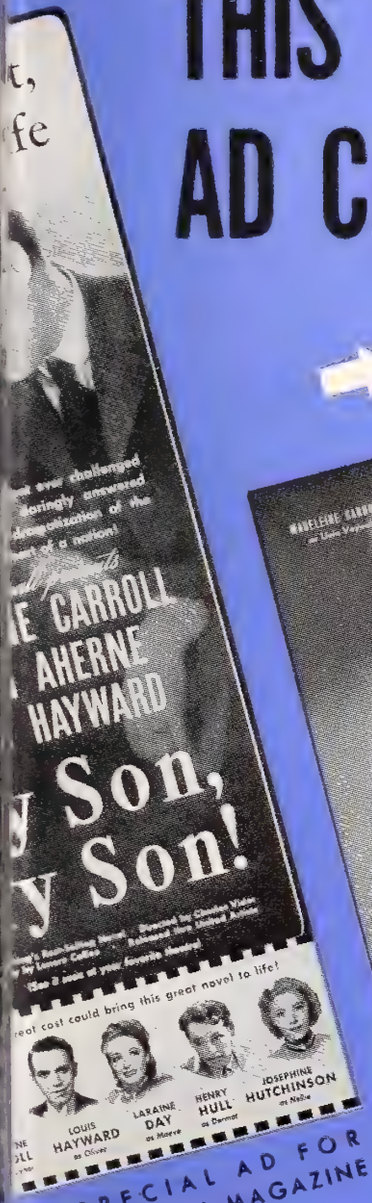


ARAINE DAY
as MAEVE O'RIORDEN

Edward Small's distinguished production of the famous best-seller by Howard Spring


"Two Loves have I...
must they break my he r..."
William Essex, the father; brilliant, strong-hearted, good . . . Oliver Essex, his son; young, gay, careless of life, careless of love . . . and Livia, loving them both . . . torn between their love for her . . .
With all my love
your very own
William
From
your very difficult
but very loving
Oliver
My Son, My Son!
The year's mightiest novel brought to flaming life upon the screen by a perfect cast!
Can you
live you
for him
BRIAN AHERNE as William
Scotty Beckett as the young
Edward Small presents
MADELEINE CARROLL
BRIAN AHERNE · LOUIS HAYWARD
My Son, My Son!
with LARAINE DAY · HENRY HULL · JOSEPHINE HUTCHINSON · SOPHIE STEWART
BRUCE LESTER · Screenplay by Lenore Coffee · Directed by Clarence Vidor · Released thru United Artists
From HOWARD SPRING'S best-selling novel — praised by more than a million readers
(SEE IT SOON AT YOUR FAVORITE THEATRE)

PRE-SOLD TO A MIGHTY PUBLIC OF 7,000,000 MAGAZINE READERS BY THIS SMASH NATIONAL AD CAMPAIGN . . . . .



SPECIAL AD FOR PARENTS' MAGAZINE



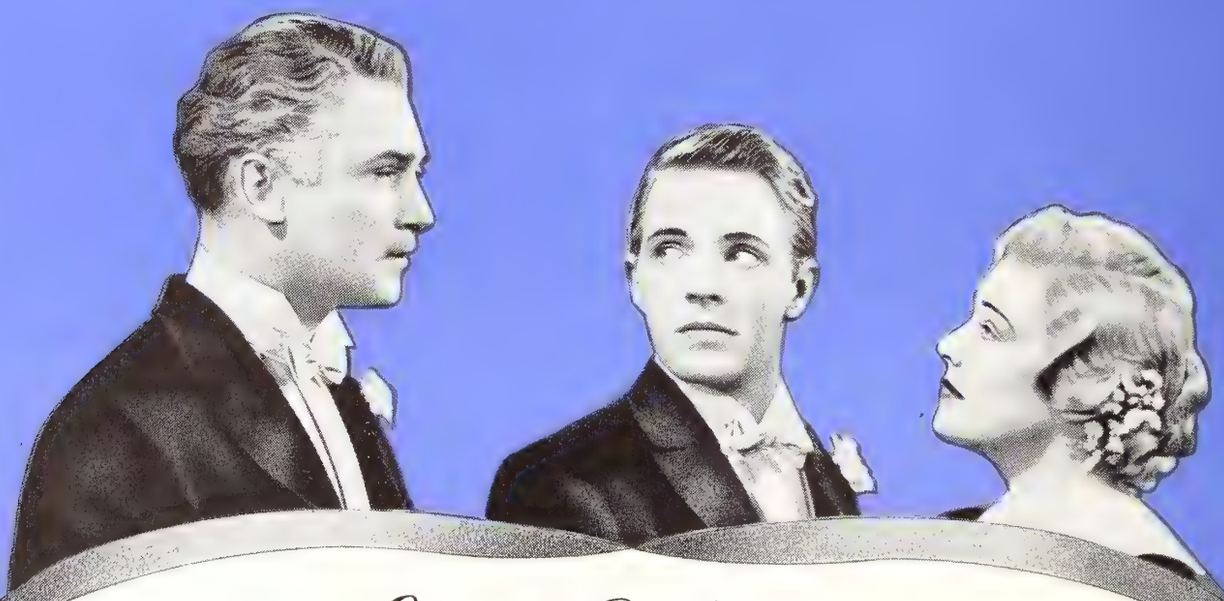
NATIONAL RELEASE DATE MARCH 22 . . .

...when the attention of a coast to coast public will be focussed on the big-space ads in . . .

LIFE
PARENTS' MAG.
GLAMOUR
MODERN SCREEN
PICTURE PLAY
MOTION PICTURE
HOLLYWOOD MAG.
MOVIE STORIES
SCREENBOOK
SCREEN GUIDE
MOVIE MAG.
MOVIE LIFE
PERSONAL ROMANCES

Unlimited Assistance . . .
in a Typical United Artists Promotion Campaign

More than 200 key-city dailies participating in national MY SON, MY SON! CONTEST, tied in with local engagements . . Picture dramatized to millions on Lux Theatre of the Air. The Macfadden Publications go to town for Photoplay's book-length serialization with national promotion thru ten thousand newsstand outlets and the distribution of a million heralds. Also big national book-sellers tie-up. All this PLUS a target-sure barrage of national advertising and including Red Book's selections as the picture of the month!



Edward Small presents

Madeleine **CARROLL** · *Brian* **AHERNE**

Louis **HAYWARD**

MY SON, MY SON!

with LARAINE DAY · HENRY HULL · JOSEPHINE HUTCHINSON · SOPHIE STEWART

BRUCE LESTER · Screenplay by Lenore Coffee · Directed by Charles Vidor · Released thru UNITED ARTISTS

from HOWARD SPRING'S best-selling novel

The Box Office Slant

A Bill of Divorcement

(Hollywood Preview)

RKO | Drama | 73 mins.

(Prod. No. 28, Nat'l Release, May 3)

Cast: Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall, Dame May Whitty, Patric Knowles, C. Aubrey Smith, Ernest Cossart, Kathryn Collier and Lauri Beatty. **Credits:** Screenplay by Dalton Trumbo. From the play by Clemence Dane. Photography by Nicholas Musuracca. Edited by Harry Marker. Directed by John Farrow. Produced by Robert Sisk. Executive producer, Lee Marcus.

Plot: After many years of misery in an asylum, Adolphe Menjou escapes and returns home to find that his wife, Fay Bainter, has divorced him and is about to marry Herbert Marshall. Maureen O'Hara, his daughter, learns to her horror that Menjou's insanity runs in the family, and the fear that she may inherit the trait, causes her to send her sweetheart away. Meanwhile, Menjou insists that he is cured, and under pressure, Miss Bainter agrees to give up her plans. Maureen assures her mother that she will take care of him, and persuades her to go through with her plans of marrying Marshall. After they leave, she returns to her home to be with her father until the end, for they have only each other now.

Comment: This remake of the famous Clemence Dane stage play should be okay for class audiences, but in subsequent runs it will have to have some tall selling, due mostly to the sombre quality of the story which is based on hereditary insanity. Production and direction are skillful in every detail and the picture is an improvement over the first talking version which starred Katherine Hepburn, in 1932. Maureen O'Hara handles a difficult assignment in a manner that is flawless, and Adolphe Menjou, as the half crazed father, gives one of the best performances of his long career. Fay Bainter, Herbert Marshall and Patric Knowles acquit themselves nobly. Dramatic and poignant in the extreme, never veering from its original theme, it is beautifully done from the first shot to the gripping end. Advertise this as the famous stage and film hit, with a new cast. You have a natural tieup for window displays and cooperative newspaper ads with fur shops. **(ADULT)**

Catchline: "The story of a girl who throws away her chances for happiness for her father's peace of mind."

AUDIENCE SLANT: FINE ACTING AND DIRECTION SHOULD PLEASE THOSE WHO LIKE HEAVY DRAMA.

BOX OFFICE SLANT: CLASS ENTERTAINMENT FOR THE CLASS SITUATIONS.

Primrose Path

RKO | Drama | 93 mins.

(Prod. No. 23, Nat'l Release, Mar. 22)

Cast: Ginger Rogers, Joel McCrea, Marjorie Rambeau, Henry Travers, Miles Mander, Queenie Vassar, Joan Carroll, Vivienne Osborne, Carmen Morales. **Credits:** From the play by Robert L. Buckner and Walter Hart as produced by George Abbott. Musical score by Werner R. Heymann. Director of photography, Joseph H. August. Special effects by Vernon L. Walker. Art director, Van Nest Polglase. Edited by William Hamilton. Screenplay by Allan Scott and Gregory LaCava. Produced and directed by Gregory LaCava.

Plot: Ginger lives in shantytown in what is known as Primrose Hill. The family consists of her mother, Marjorie Rambeau, her father, Miles Mander, a college man but now gin soaked, her grandmother, an ex-floozie and her younger sister being taught all she knows by grandma. Marjorie provides the family's income, obtaining it precariously from her "gentleman" friends. Ginger meets McCrea and through a series of lies tricks him into marrying her. But they are in love and everything is fine until she introduces him to her family. Then, when he discovers her lies, he leaves her. In a drunken stupor Mander kills Marjorie and Ginger is forced to follow her mother's path to feed the family. But McCrea comes along just in time and takes the responsibility for all of them on his shoulders.

Comment: This is a most unglamorous part for Ginger Rogers but she performs it to perfection like the real trouper she is. The picture is rather sordid and strictly for the adults. The Better Films Councils are apt to take a crack at this one, perhaps using it as a lever to force the Neely Bill. But a lot of exhibitors may try to overcome these objections because they think the picture will do business in their situations. So a pretty problem confronts the theatreman. The story is a good one but its sordidness rather detracts from the entertainment values. There is some comedy in it but in general it will be classified as "heavy" fare. Next to the characters in this picture the Okies are angels. But McCrea does a grand job and so do Marjorie Rambeau and Miles Mander. Outstanding among the cast is Queenie Vassar as Grandma who as a superannuated floozie puts all the others in the shade. Use a ballyhoo of a man and a girl dressed like the stars in the picture riding in a motorcycle and side car. Another good stunt would be to glamorize a local hoyden in the same manner that Ginger becomes glamorized in the picture. **(ADULT)**

Catchline: "The spicy romance of a 'Dead End' girl and a live wire boy."

AUDIENCE SLANT: THE ADULTS WHO LIKE THEIR ENTERTAINMENT RAW AND ROUGH WILL LIKE THIS. THOSE WHO LIKE REAL GLAMOUR AND THE USUAL TYPE OF GINGER ROGERS' PICTURE WILL BE DISAPPOINTED.

BOX OFFICE SLANT: BUSINESS IS LIKELY TO BE SPOTTY WITH SOME TOWNS DOING WELL AND OTHERS POORLY ON IT.

Legion of Decency Ratings

(For Week Ending March 16)

SUITABLE FOR GENERAL PATRONAGE

Ma! He's Making Eyes At Me
Hidden Gold
Enemy Agent
Half a Sinner

SUITABLE FOR ADULTS ONLY

It All Came True
My Son, My Son
Dr. Cyclops
Safari

OBJECTIONABLE IN PARTS

House Across the Bay
Too Many Husbands

Ticket Service!
Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 608, 723 7th Ave., N. Y. C. Bryant 9-7532

The Stars Look Down

(London Trade Show)

MGM | Drama | 140 mins.

(Prod. No. and Release Date Not Set)

Cast: Margaret Lockwood, Michael Redgrave, Emlyn Williams, Nancy Price, Linden Travers, Edward Rigby. **Credits:** Adapted from A. J. Cronin's novel by J. B. Williams. Directed by Carol Reed. Produced by I. Goldsmith.

Plot: To the disgust of his mother, Nancy Price, Redgrave, an idealistic miner, wins a scholarship to the 'varsity. In the city, he meets Williams, an unscrupulous colleague who determined to enjoy life. Through his friendship with Linden Travers, a coal magnate's wife, Williams becomes influential and palms Margaret, his usherette sweetheart, off on the unsuspecting Redgrave. Finding she has been jilted, she tricks Redgrave into marriage. Williams arranges to re-open a mine, known to be dangerous. Through his antagonism to the scheme, Redgrave loses his job as a schoolmaster and Margaret, tired of the life, leaves him for Williams. There is a disaster in the pit and Redgrave's father and brother are killed. He is re-united with his mother and the Miner's Union make him their candidate for Parliament.

Comment: Readers of Cronin's best seller may be annoyed with the levity taken in the adapting but there was much sordidness in the original which was unsuitable for the screen. The film plot is strong, vivid and down to earth and has been constructed with an eye for box office requirements. The real star is the mine itself. The disaster has been magnificently staged and could not have been done better in Hollywood. The film presents a fine picture of life in England's industrial north and gilds nothing. Its weakness lies in the casting. Margaret Lockwood in a role which would have been ideal for Bette Davis is not vicious enough. She seems to want to be too sweet with the result that she has the audience guessing as to her real character. Libraries offer a natural tieup. Despite lack of star names, word of mouth should help this picture. Parade a few men dressed as a miners' rescue squad with suitable bills linking up the disaster and the theatre. **(ADULT)**

Catchline: "A. J. Cronin revisits The Citadel country and tells another great story of the pits and the men who work them."

AUDIENCE SLANT: STRONG DRAMATIC QUALITIES AND REAL PUNCH CLIMAX WILL ENTHRALL MOST AUDIENCES.

BOX OFFICE SLANT: POWERFUL STORY AND CLIMAX WILL MAKE FOR "WORD OF MOUTH" AND OVERCOME LACK OF STAR NAMES.

Pioneers of the West

Rep. | Western | 56 mins.

(Prod. No. 964—Nat'l Release, March 13)

Cast: Robert Livingston, Raymond Hatton, Duncan Renaldo, Noah Beery, Beatrice Roberts, George Cleveland, Lane Chandler, and others. **Credits:** Original screenplay by Jack Natteford, Karen De Wolf, Gerry Geraghty; based on characters created by William Colt MacDonald. Photographed by Jack Marta. Film Editor, Tony Martinelli. Directed by Lester Orlebeck. Associate producer, Harry Grey.

Plot: Robert Livingston, Raymond Hatton, Duncan Renaldo, the Three Mesquiteers, find plenty to interest them in a new settlement after rescuing the settlers from marauding

(Continued on Page 25)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation.

IT'S a date. What we mean to say is, you can make the date you play "It's a Date" a date you will remember by dating all selling activities so as to take full advantage of the dates. That's rather "dated" language, but as we go on, you'll see what is meant.

This is the seventh picture made by Joe Pasternak starring Deanna Durbin. The other six have been box office hits and there must be something in these pictures that makes them so. Accordingly we'll try to ferret out some angles on this one.

The Hawaiian background of "It's a Date" suggests a lobby and front decoration as well as a street ballyhoo with cocoanut palms, etc. to simulate the locale. A cutout figure of Deanna mounted on a marquee or on a float with a leis around her neck would carry out this idea.

Stage a Leap Year Party

Because it is leap year, the title makes way for an interesting stunt. Stage a Leap Year "It's a Date" Party, the girls to invite the boys. Ask society editors to cooperate with you and help you to stage it properly.

Very often routine stunts can be improved on for a particular picture. For example, you've probably often named a sundae after a picture, but this one can be a little different. Whatever concoction is given the name of "It's a Date Sundae" can be embellished with a sugar coated date, giving a semblance of authenticity to the stunt.

In this picture, there's a strong mother-daughter interest because Deanna plays a part in a show that her mother plans to play later on. That idea suggests a different kind of a mother-daughter matinee party. Stage a contest for the daughter who looks most like her mother and the mother who looks most like her daughter. They will have to dress their parts and you may find some teams, where it will be hard to tell which is which, if they get into the spirit of the thing and really go at it. And this contest will have popular appeal because every mother wants to look younger than she is whereas every daughter will want to look older than she is.

Deanna is so popular a star that many mer-



Highlights Strikingly Illustrated

Maybe Deanna's in a dilemma, but you're not—with seat-selling ads like this to announce your engagement of "It's a Date." Note that copy is held down to a minimum, while highlights of the film are brought out in striking illustrations. You'll note, when you get a look at the other layouts, that they have been similarly designed.



Latest Deanna Durbin Film Is Alive With Numerous Selling Angles for Wide-Awake Showmen

chandising tieups have been made featuring her. These tieups dated from the time when she was in her 'teens and 'teen age girls were badly neglected. But Deanna's become a young lady now; her popularity is enhanced, if anything, and the tieups are better than ever. These are the tieups available: (All addresses are in New York City unless otherwise noted.)

Dresses—Horwitz and Duberman, 498 Seventh Ave.
Formals—Fashion Formals, Inc., 525 Seventh Ave.
Hats—L. Lewis & Son, 928 Broadway
Coats—Lehrer-Howard, 250 W. 39th St.
Dolls—Ideal Novelty & Toy Co., 200 Fifth Ave.
Bags—Herz & Kory, 22 West 32nd St.
Records—Decca Records, 50 W. 57th St.
Robes—Geisha Robe Co., 1350 Broadway
Song Books—H. Schirmer, Inc., 3 E. 43rd St.
Doll Books—Merrill Publishing Co., 14 No. Peoria St., Chicago
Durbin Songs—Robbins Music Corp., 799 Seventh Ave.
Sweater—McLoughlin Mfg. Co., 366 Broadway
Scarfs—Brian Fabrics Co., 1441 Broadway

These tieups are so useful and valuable for exploitation purposes on Deanna Durbin pictures, that we print them here to emphasize their utility and so that you will have ample time to write them for a list of dealers in your town, who will be glad to cooperate with you in putting over the picture. (The better the picture does, the more merchandise they'll sell.)

In addition to these, the press book lists a number of national tieups which are also available on this picture, plus a list of stills which can be used for your tie-up activities for the picture, although they must be used with care so as not to infringe on the rights of the licensees.

Music Is Important Angle

As in every Deanna Durbin picture, the music is an important angle. In this picture, she sings classical, popular and Hawaiian numbers. First of all, you will want to get your local radio station to play the numbers as often as possible, mentioning of course that they come from "It's a Date." Next, go to every band in town, those in hotels, night clubs, dance halls, etc. and do the same thing.

There's an exploitation record available at your Universal exchange which will be useful for the street ballyhoos, in front of the theatre or even in the lobby in advance.

Music stores can use the sheet music covers as a display with scenes from the picture enhancing their attractiveness. Don't forget the Decca Record tieup we mentioned earlier in this Showmanalysis, in connection with the music stores.

A recent issue of *Life* carried a series of illustrations showing how Producer Joe Pasternak, interested in a photograph of a summer theatre group in an earlier issue, used a duplicate of the scene for one of the sequences in "It's a Date," which takes place at a Summer Theatre. Get copies of this issue of *Life* and blow up the two photographs showing how the scene was duplicated. Newsdealers should insert heralds in whatever issue of *Life* is current when you play the picture, showing this comparison.

With travel to many parts of the world greatly restricted these days, the tourist business to Hawaii is enjoying a boom. What better way to promote it than pictures of popular movie stars enjoying life there. You can use scenes from the picture as tie-up stills in travel agencies selling trips to Hawaii.

Plan Unique Teaser Campaign

The title of the picture suggests an interesting teaser campaign. It can be worked in a number of ways. Suppose that first, you merely run an ad with nothing but the date on which you will play the picture. Next day you add to it "It's a Date." The following day you add your theatre's name and the fourth day Deanna Durbin's name. If you want art to go with it add a picture of Deanna with Lewis Howard, the boy who made his debut with her in "First Love." Remember though, that Howard is not the lad she was in love with in that picture.

Another way of teasing the title is to have small padded memo blanks for whatever month you are playing the picture and on the opening day space, have "Write it down—'It's a Date' with Deanna Durbin at the Rivoli." If you have unlimited phone service, you can call as many people as possible and say "Mr. Blank has asked me to remind you that 'It's a Date' for (date)."

Screenplay by Norman Krasna. Directed by William A. Seiter. Produced by Joe Pasternak.

There are several scene cuts available, any one of which would dress up any amusement page or a page in your program. Bear in mind that a piece of art will often get more attention than the same space filled with copy. You have a wide choice, so do your best to plant as many cuts as possible. One layout suggests a mother-and-daughter photographic contest.

Remember the business you did on the six previous Pasternak-Durbin hits and then make your decision on how you are going to sell "It's a Date"—but we have no doubt that the decision you make can be summed up in one word—"hard."



Let 'Em Try For a "Date"

Here's an excellent way to capitalize on Deanna's past hits. Fans are invited to spin the wheel, and if it stops on "It's a Date," they get "a date with Deanna"—in other words, guest tickets to see the show. With this reproduction as a guide, your artist should be able to construct a suitable display with little or no difficulty.

An SRB Showmanalysis
(REG. U. S. PAT. OFF.)

THAT old song, "It's Always Fair Weather When Good Fellows Get Together," might be harmonized once more by showmen with a slight revision in lyrics. For example, provided they are to play "Strange Cargo" and are mapping out their campaigns, they might sing to themselves: "Business—is better—with Gable and Crawford—together." Not good rhyming by any means, there is probably more truth in this thought than poetry.

These two names on your marquee, in your lobby, on billboards and in your ads have an appeal that's almost limitless. Like Powell and Loy, MacDonald and Eddy, here is a team that clicks at the box office. Therefore, when you have Gable and Crawford in the screen version of a best-selling book directed by a man who has many successes to his credit, you've got something that was made for exploitation.

We believe your first concern should be the two stars. Get ready a number of stunts which exploits either one or both. Here are a few:

Contact the Gable and Crawford Fan Clubs and get the members to "talk up" the picture to everyone they meet. You might be able to get them to take a giant post card or a scroll to prominent public places about town and get signatures, preparatory to mailing the piece, which expresses the public's appreciation of the two stars' appearance together in "Strange Cargo," to the stars at the MGM Studios in Culver City, Calif.

Members of the Clubs, or the public at large, if you wish to extend your search that far, could be appealed to in an effort to find the most comprehensive scrap book on either or both of the stars. Displayed in the lobby, with a member of the house staff in attendance, the winning "album," along with the runners-up, would provide fascinating entertainment for patrons who stopped to look through them.

Let Fans "Turn Back the Clock"

Day-by-day contests in the press are also advisable. Five stills are available from your MGM exchange, which feature Gable and Crawford love scenes from past films. (We've reproduced a couple of them on this page.) Fans are asked to "turn back the clock of your movie memory album" and identify the picture from which each scene was taken. One of these stills published each day, together with details of the contest, means a five-day publicity splurge that should net good returns. Remember, too, that the contest would "fill the bill" for your program, too, provided you start it far enough in advance. Also, in case the newspaper does not cooperate with you, the stills can go on a lobby board which contains details of the contest. An attendant with answer forms should be near the board.

Romantic stills from "Strange Cargo," placed in suitable frames and augmented with playdate information should be easy to plant in hard-to-plant stores. Many merchants who otherwise might object to window cards realize the pictorial value of these photos and are therefore willing to display them.

Appeal to the adolescents, perhaps through a tieup with the high school publication, to write imaginary interviews with Gable or Crawford, as they choose. The sincerest and most original letters, of course, would win prizes. And it's ten to one, too, that the newspaper would be glad to sponsor a contest of this nature.

The radio is a good medium through which to exploit these two stars. For example, the announcer could give a brief description of pictures in which each or both have appeared, inviting listeners to identify the pictures on the basis of the clues furnished by him. Again, he could, by consulting the publicity section of the press book, devote a program to interesting facts about the stars.



Two and two make four, but Gable and Crawford together make a box office team. Illustrated here is one of the elements from the ads, in all of which the selling power is centered on this pair. Regardless of which layout you select, romantic interest dominates, and that's what attracts patrons.

With a Romantic Screen Team And a Popular Story You Have A Picture Designed for Selling

Spring fashions are being featured by men's and women's stores now, so it would be smart showmanship to get displays on Gable in men's shops and on Crawford in shops catering to the women. You have the opportunity to get good art "breaks" in the newspapers, too. Crawford fashion stills are available, and although none are announced for Gable, it's a pretty safe bet you can find some at the exchange that will suit your purpose.

The next thing to consider in preparing your campaign is the story. Its title can be the theme of tieups with shipping companies, provided shipping is handled on an extensive scale in or near your city. The locale of the picture is a South American penal colony. While no one wants to take a vacation at a penal colony, the tropical setting can be utilized in your exploitation, inasmuch as the days are getting longer and warmer, and folk will soon be planning their annual vacations. Cutouts of Gable and Crawford against a background of palms and other tropical decorations should be appropriate for your lobby. You might try for a story on South America as a vacation resort on the newspaper's weekly travel page. And it wouldn't hurt anything to get in a plug or two for "Strange Cargo," particularly with a piece of "art" showing the two stars basking in the tropical sun.

The picture suggests, too, a minature sailboat-building contest in which the boats, provided the weather is satisfactory, could be tried out in a small pond in the city park or in an indoor pool.

Since several books have been published dealing with penal institutions and criminology, you should tie up with book shops.

There is the desire to escape which serves as the motivating force of the story. Most of us, in these modern times, often seek an escape from problems and general hum-drum routine by engaging in a hobby, going away on a short vacation, fishing, taking a walk, attending the movies, visiting the art galleries, etc. This furnishes an angle for a contest in which readers tell what form of escape most effectively refreshens them to return to their daily tasks once more.

Sensational prison-break headlines, taken from the local newspaper files, should offer material for a feature article. Moreover, if you can get actual copies of the papers containing these headlines, you might use them as the background for a lobby board consisting of stills and billing on "Strange Cargo."

One of the most spectacular fights in screen history takes place in the picture. You'll find a layout on it in the press book. While there is little or no appeal for the women in bringing the story of this fistic encounter to the public's attention, the men will eat it up. In billiard parlors, bowling alleys, men's clubs and gymnasiums you should place cards bearing "fight" stills and copy to the effect that "the fight in 'Strange Cargo' is the fight to end all fights, etc."

You couldn't have asked for a better cut-out possibility for your marquee if you had ordered MGM to make the 24-sheet. Take a look at it, and you'll be making plans to get it atop your marquee. It'll make a swell lobby setpiece, too. We might add that the new 11 x 14 full color photo displays, each with a scene set off by a white margin, will brighten up your front. Simulate a tropical setting by means of cut-out palm trees or even real palms if you can get them

Sell the stars, then the adventure and excitement of the story. Nothing is certain in this day and age, but if you "get on the wagon," we venture to predict you'll be a mighty pleased showman during the engagement.

Screenplay by Lawrence Hazard. Based on the book, "Not Too Narrow, Not Too Deep," by Richard Sale. Directed by Frank Borzage. Produced by Joseph L. Mankiewicz.



Test Memories of Filmgoers

Speaking of romantic love teams, Joan Crawford and Clark Gable have been one of the screen's most popular. The two scenes above, available from your MGM exchange along with others from films in which the twosome have appeared, should make the fans scratch their heads trying to remember from what pictures the scenes were taken.

The Studio Check-Up

[This Week: In Production—40; Being Edited—64
Last Week: In Production—39; Being Edited—64]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
DOCTOR TAKES A WIFE*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

OFFENDERS OF THE LAW—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

MAN WHO WOULD NOT DIE—Boris Karloff. Director, Nick Grinde.

IN PRODUCTION

DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson. Director, Charles Borton.

METRO-GOLDWYN-MAYER

BEING EDITED

FLORIAN*
NEW MOON*
FORTY LITTLE MOTHERS*
TWO GIRLS ON BROADWAY*
AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

IN PRODUCTION

EDISON THE MAN*
DR. KILDARE'S STRANGE CASE*
PRIDE AND PREJUDICE*
WATERLOO BRIDGE*
MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

SUSAN AND GOD—Joan Crawford, Fredric March, Rita Quigley, Ruth Hussey. Director, George Cukor.

TWENTY-MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

ANDY HARDY MEETS DEBUTANTE—Mickey Rooney, Lewis Stone, Judy Garland. Director, George Seitz.

BOOM TOWN—Clark Gable, Spencer Tracy, Hedy Lamarr, Claudette Colbert. Director, Jack Conway.

MONOGRAM

BEING EDITED

MIDNIGHT LIMITED*
COVERED WAGON TRAIL*
SON OF THE NAVY*

IN PRODUCTION

COLORADO TRAIL
TOMBOY.
PHANTOM PILOT*

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

UNTAMED (Tech.)*
TYPHOON (Tech.)*
OPENED BY MISTAKE*
LIGHT OF THE WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*
HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*

PARAMOUNT (Cont.)

GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DOWN WENT McGINTY—Brian Donlevy, Akim Tamiroff. Director, Preston Sturges.

IN PRODUCTION

DESTINY*
GHOST BREAKERS*
HENRY ALDRICH No. 1—Jackie Cooper, Leila Ernst, Eddie Bracken. Producer-Director, Theodore Reed.

NORTHWEST MOUNTED POLICE (Tech.)—Gary Cooper, Madeline Carroll, Preston Foster, Paulette Goddard. Producer-Director, Cecil B. DeMille.

I WANT A DIVORCE—Dick Powell, Joan Blondell, Frank Fay. Director, Ralph Murphy.

RKO-RADIO

BEING EDITED

IRENE*
BEYOND TOMORROW*
MY FAVORITE WIFE*
COURAGEOUS DR. CHRISTIAN*
CURTAIN CALL*
SAINT TAKES OVER*
YOU CAN'T FOOL YOUR WIFE*
THE RAMPARTS WE WATCH—March of Time Feature.

IN PRODUCTION

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

ANNE OF WINDY POPLARS—Anne Shirley, James Ellison. Director, Jack Hively.

REPUBLIC

BEING EDITED

DARK COMMAND*
RANCHO GRANDE*
GHOST VALLEY RAIDERS*

IN PRODUCTION

IN OLD MISSOURI*
YOUNG BUFFALO BILL*
GRANDPA GOES TO TOWN*
WOMEN IN WAR—Elsie Janis, Wendy Barrie, Patric Knowles. Director, John H. Auer.

20th CENTURY-FOX

BEING EDITED

I WAS AN ADVENTURESS*
VIVA CISCO KID*
SAILOR'S LADY*
STAR DUST*
CHARLIE CHAN'S MURDER CRUISE*
EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

20th CENTURY-FOX (Cont.)

IN PRODUCTION

LILLIAN RUSSELL*
MARYLAND*
ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable. Director, H. Bruce Humberstone.

MILLION DOLLAR DIAMOND—Florence Rice, Joan Valerie. Director, Ricardo Cortez.

(In England)

GESTAPO—Margaret Lockwood, Rex Harrison. Directed by Carol Reed.

UNITED ARTISTS

BEING EDITED

REBECCA (Selznick)*
SAPS AT SEA (Roach)*
1,000,000 B. C. (Roach)*
THE WESTERNER (Goldwyn)*
OUR TOWN (Lesser)*
GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Clayton Moore. Director, Alfred E. Werker. Produced by Edward Small.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
ENEMY AGENT*
ALIAS THE DEACON*
IT'S A DATE*
LA CONGA NIGHTS*

IN PRODUCTION

SANDY IS A LADY*
IF I HAD MY WAY*
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Peggy Moran, Johnny Downs, Broderick Crawford. Director, Al Rogell.

WARNER BROTHERS

BEING EDITED

TEAR GAS SQUAD*
FUGITIVE FROM JUSTICE*
IT ALL CAME TRUE*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*
AN ANGEL FROM TEXAS*

IN PRODUCTION

ALL THIS AND HEAVEN, TOO*
TORRID ZONE*
SEA HAWK—Errol Flynn, Brenda Marshall, Donald Crisp. Director, Michael Curtiz.

FLIGHT 8—Ralph Bellamy, Virginia Bruce. Director, Lew Seiler.

BROTHER ORCHID—Edward G. Robinson, Ralph Bellamy, Ann Sothern, Donald Crisp, Humphrey Bogart. Director, Lloyd Bacon.

Weekly Staff Meets Are Important

Although no set rules can be formulated for theatre staff meetings, inasmuch as what applies to a large theatre need not necessarily apply to a smaller one, it is nevertheless important that all meetings adhere to certain regulations.

First, employes should be impressed with the importance of being on time. Latecomers not only interrupt sessions, but also miss important suggestions that might have been made before their arrival. Then, too, you can depend on the fact that when a person is always late, especially to something as vital as a staff meeting, he is apt to be late to work and perhaps careless in his duties.

Next, although the manager should always open the discussions, he should not consume all the time talking. Let the employes talk. Give them the opportunity to air their feelings and suggestions about theatre operation. Advertising, publicity and exploitation on coming attractions should be thoroughly treated from all angles.

Of course, there should be a roll call at all meetings, and minutes of the preceding meeting should be read. It should be impressed on all employes that they have their suggestions and topics prepared, so that it won't be necessary to trust to memory. And the manager, too, should have prepared material.

Fire drills are always necessary, and there is no better time to stage them than at the conclusion of a staff meeting. Meetings, as well as these drills, should be held not less frequently than once a week. It will be found in time that these weekly gatherings besides being important, can also be enjoyable and educational.

Heap Big Campaign Staged By Hollander for "Geronimo!"

What Manager Elmer Hollander of the Stanton Theatre, Philadelphia, did to sell "Geronimo!" to folk in his neighborhood is really something for the record.

He promoted a six-day cartoon contest with the *Daily News;* promoted one-sheets which were planted throughout the city; contacted all the Boy Scouts; placed a special display in the West Philadelphia High School Library; had special teaser recordings broadcast over local radio stations; planted a serialization in the *Daily News;* got out a truck ballyhoo that traveled all over town; arranged a display near the theatre in which a 16 mm. machine screened the trailer; disguised a man as an Indian who visited the critics and put on act which resulted in extra publicity; arranged a contest with Uncle WIP, children's radio commentator, with the answers coming in by the thousands. Was that all? Not by any means.

Hollander also planted regular stories and pictures in all papers; tied up with the *Bulletin* "Heigh-De-Ho" column; placed cards in newsstands; then sat down to rest a while. And what a well deserved rest it must have been, too!

Benford Goes to Town with "A Child Is Born" Exploitation

Everyone in Germantown, Pa., was wide awake as a result of the campaign staged by Stan Benford for the showing of "A Child Is Born" at a Warner theatre there.

First, he had members of the Business Men's Association taking part in a diapering contest. Then he got the nurses from all the local hospitals to participate in a "Prettiest Nurse Contest." And then, he promoted an actual broadcast from in front of the theatre and the lobby.

Of course, those activities were only a small part of his big campaign, but they counted for a lot of extra tickets being sold.



DAVID O. SELZNICK

who made

"GONE WITH THE WIND"

now presents his newest production, another triumphant box-office attraction based on Daphne duMaurier's novel that has inspired similar world-acclaim...

Rebecca

directed by Alfred Hitchcock, master of suspense . . . co-starring Laurence Olivier, hero of "Wuthering Heights," and Joan Fontaine in her first starring role.

A Pre-Selling Campaign To Match Its Bigness...

...more than 400,000 copies of the original edition sold. Reprint now leading all others.

...read in 3,000,000 additional homes when published in Ladies' Home Journal.

...currently appearing in a score of big city papers to millions more as a 40-day serial, vigorously promoted.

...feature articles on book and picture in Life, Collier's and other national magazines.

...sold to radio millions on two coast-to-coast broadcasts including one presented by Orson Welles.

...woman-interest captured thru Kiviette tie-up in America's top-flight stores.



SELZNICK INTERNATIONAL *presents*

Rebecca

starring

LAURENCE OLIVIER · JOAN FONTAINE

with

GEORGE SANDERS · JUDITH ANDERSON · *Directed by* ALFRED HITCHCOCK

From the best-selling novel by DAPHNE DU MAURIER

Produced by DAVID O. SELZNICK

RELEASED THRU UNITED ARTISTS

The Box Office Slant

Pioneers of the West

(*Continued from page* 19)

Indians. The settlers pay well for their land, but Noah Beery as the crooked Judge tries to get back the property after entering a deal with a man associated with a railroad which seeks a right of way. Mounting taxes about convince the settlers to sell out at prices they paid for the properties. But the Mesquiteers step in. They sell cattle for funds sufficient to pay the taxes but the Judge's henchmen steal this and lock up the Mesquiteers as disturbers of the peace. The three heroes escape, and Bob Livingston, riding in the night as a masked bandit, retrieves the money. His arrest soon follows an encounter with the gang representing the Judge. The climax comes when the settlers, led by Renaldo and Hatton shoot it out with the lawless band, expose the Judge and restore order to the settlement.

Comment: A mighty good piece of action fare for anybody's Western section of the program. This is one of the rubber-stamp types of yarn, but its production and enactment by Livingston, Hatton, Beery and the others put it up there in the better brackets of action melodrama. Hard riding, pace and all of the melodramatics, hokey as the latter are, carry the film along to a rating as good entertainment, sure to please action fans everywhere. It's worth some extra exploitation along the ballyhoo lines—something using a street stunt of a masked rider or similar attraction to whip up interest in the picture. **(FAMILY)**

Catchline: "Follow the thrill trail of the Mesquiteers to a rendezvous with romance and excitement."

AUDIENCE SLANT: ENTERTAINING. IT WILL THOROUGHLY PLEASE THE MESQUITEERS' FOLLOWERS AND CAN MAKE NEW FRIENDS FOR THE HARD-RIDING TRIO OF WESTERN HEROES.

BOX OFFICE SLANT: UP TO STANDARD FOR THE SERIES BUT NO NEW NAMES OR ELEMENTS TO INCREASE NORMAL PULL FOR THE MESQUITEERS' FILM.

Blazing Six-Shooters

Col. Western 61 mins.

(Nat'l Release, April 4)

Cast: Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge, George Cleveland, Henry Hall, Bob Nolan, Stanley Brown, others. Credits: Directed by Joseph H. Lewis. Original screenplay by Paul Franklin. Photography by George Meehan. Film editor, Richard Fantl.

Plot: Curtis, foreman on Hall's ranch, discovers silver deposits on the property and has Bridge, land agent, offer to buy the ranches of Hall and his long-time friend, Cleveland. They disagree, Cleveland wanting to sell, and a fight ensues which breaks up their friendship. Curtis continues his efforts to buy and turns to desperate moves when Starrett arrives at the summons of Hall, who wants Starrett to have half of his property in division with Hall's daughter, Iris Meredith, in gratitude for many favors to Hall by Starrett's father. When Hall is killed by Lash, who gives the murder the appearance of an accident, Starrett and Iris decide on a ruse, pretending to quarrel over the property. Lash is taken in, believing Starrett wants cash for his part of the inheritance, and producing money known to have been stolen from Cleveland. The climax is a race to prevent Lash from filing the deed of sale, with Starrett and Iris overtaking Lash.

Comment: Western fans will have no quarrel with this outdoor film, since it has all the action, fast riding and gunplay necessary to make any spectator chew his gum in double-quick time. The old ranch causes all the trouble, for there are silver ore deposits to make it worth any villain's trouble to get the land by fair means or foul. And Dick Curtis, as the menace, is so dastardly the hisses will probably drown out the dialogue whenever he appears. Charles Starrett turns prairie Ellery Queen to solve the murder of Hall's ranch, and rounds up the villains after preparing a clever ruse to trap them. Some good tunes are vocalized by the Sons of the Pioneers, and Iris Meredith is a pleasing heroine. While the photography is good at times, in some sequences it seems blurred; but the fans won't mind this, so long as they can see the outline of horse and rider galloping across the plains. Sell this western in the usual manner, concentrating on action in your lobby displays and in newspaper ad art and copy. Tieups on musical instruments, especially banjoes, violins and string basses, could be effected with your local music shop. **(FAMILY)**

Catchline: "His blazing six-shooters spoke the law of the West."

AUDIENCE SLANT: IT'S PLEASING SCREEN FARE FOR THE ACTION FANS.

BOX OFFICE SLANT: WHERE WESTERNS DRAW, THIS ONE SHOULD DO SATISFACTORILY.

Campaign on "Victor Herbert" Just About Covers All Angles

Little wonder that "The Great Victor Herbert" was the topic of conversation among Philadelphians—little wonder when you consider the strong campaign staged by Manager Al Reh of the Stanley Theatre. Aside from radio tieups, his activities consisted of the following:

Window displays in prominent music stores; tieups with Fawcett Publications and United News Service; 3,000 post cards mailed to Academy of Music and Robin Hood Dell subscribers; screenings for critics, officers of the Matinee Musical Club and some members of the Women's Club of Philadelphia; distribution of Film Guides to schools; announcements of the showing in school auditoriums.

The newspapers devoted a lot of space to the film, and the reviewers were lavish in praise.

CLEVER ROLLING PIN GAG

A warning easily understandable to every married man, and not in the least mystifying to anyone else, is the rolling pin. And it was a miniature of the real thing, to which was attached a card bearing the copy: "Get ready for 'Too Many Husbands'," that people throughout greater New York received reminding them of the opening of the picture at Radio City Music Hall. As a weapon for a young lady to ward off the possibility of "Too Many Husbands," however, its use would probably be confined to the little man who wasn't there. Nevertheless, it's a clever and effective stunt.

School Paper Editors Write Reviews for "The Blue Bird"

An excellent campaign was put over by Manager Frank Newman of the St. Francis Theatre, San Francisco, for the engagement of "The Blue Bird."

With a large number of newspapers backing the showing, many novelty features were planted by Newman and his exploitation staff. High school paper editors were invited to private previews, with cash prizes of $5 going to those who wrote the best reviews.

Besides canvassing the leading clubs and civic groups, Newman contacted the heads of various clubs in person. Book marks were distributed by libraries a week in advance, and billboards mounted on trucks traversed the streets. One hundred and fifty cards were planted in street cars.

In a tieup with *Liberty* and *True Story* magazines, fan fotos were distributed. Five thousand heralds were passed out by Postal Telegraph messengers. Tieups were planted in sevseveral San Francisco downtown windows, and local radio stations came through with plugs.



UNIVERSAL DOUBLES

BORIS **KARLOFF**

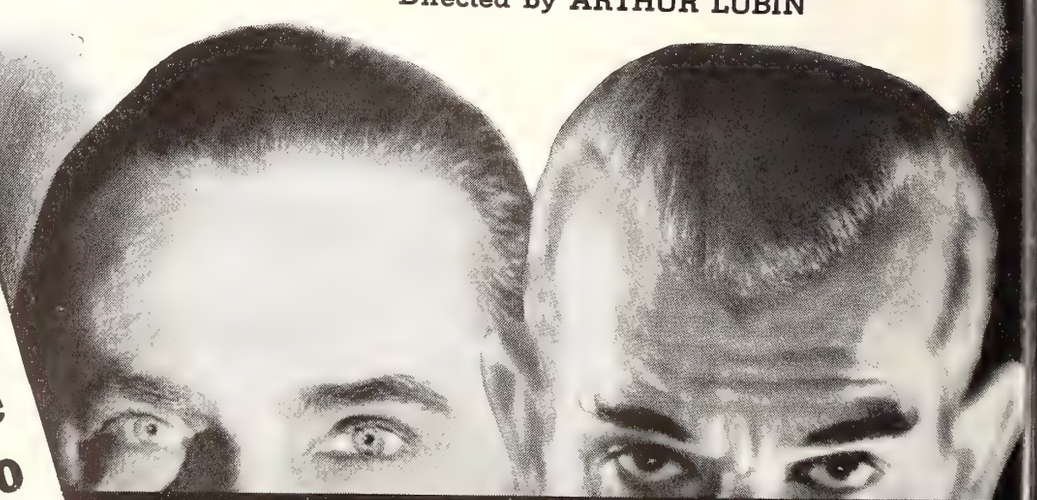
BELA **LUGOSI**

BLACK FRIDAY

with STANLEY RIDGES, Anne NAGEL, Anne GWYNNE, James CRAIG

Associate Producer: BURT KELLY
Directed by ARTHUR LUBIN

A WOW REPORT FROM CHICAGO! . . . Palace Theatre opens Universal's "Black Friday" and "The House of the Seven Gables" to greatest week-end gross of the season!



A BOX-OF

AGAIN and EACH IS A HIT by ITSELF!

Nathaniel Hawthorne's

The

HOUSE OF *The* SEVEN GABLES

with

GEORGE SANDERS · MARGARET LINDSAY · VINCENT PRICE
NAN GREY · DICK FORAN

DIRECTED BY JOE MAY

Associate Producer: BURT KELLY



PRINTS NOW READY!

FICE NATURAL $$$!

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

WARNER BROS. is negotiating with RANDOLPH SCOTT to play the starring role in "River's End," JAMES OLIVER CURWOOD story, set to go before the cameras shortly. SCOTT's work in "Virginia City" led to the offer of a solo starring role in the new picture.

WARREN WILLIAM returns to Columbia for his third appearance as the "Lone Wolf" in "The Lone Wolf Meets a Lady," set to go into production late this month under the direction of SIDNEY SALKOW.

VICTOR FLEMING returned to MGM last week following an illness of two weeks and started work immediately by viewing several hundred tests of boys for the role of JODY in "The Yearling" which FLEMING will direct. He will fly to Florida to check over locations being considered for the production.

LEWIS MILESTONE, who recently completed "Of Mice and Men" for HAL ROACH, has been signed by RKO to handle the megaphone on "Good Luck," which will co-star GINGER ROGERS and RONALD COLMAN. The story is an original by SACHA GUITRY with screenplay by ALLAN SCOTT. GEORGE HAIGHT will produce.

Director SAM WOOD checks in at Paramount this week to begin preparations on "Rangers of Fortune," which will have FRED MACMURRAY in the leading role. WOODS, on loan from SAMUEL GOLDWYN, has just completed "Our Town" for SOL LESSER.

GRANT WITHERS and CHARLOTTE WYNTERS have been added to the cast of Monogram's "Tomboy," now before the cameras with MARCIA MAE JONES and JACKIE MORAN in the leading roles. ROBERT MCGOWAN is directing from the screenplay by MARION ORTH and DOROTHY REID. The cast includes GEORGE CLEVELAND, CLARA BLANDICK and LLOYD INGRAM.

FRANK MCDONALD has been set to direct GENE AUTRY's next Republic picture, "The Old Mill Stream," scheduled to get under way on March 18. The feature will be produced by WILIAM BERKE. MCDONALD's last on the lot was "In Old Missouri" starring the WEAVER BROTHERS and ELVIRY.

GEORGE MARSHALL has been signed by Universal to direct "When the Daltons Rode" which is scheduled to start in May. STUART ANTHONY and LESTER COLE are writing the screenplay.

WALTER WANGER has loaned BRODERICK CRAWFORD to Universal for a featured role in "Trouble in B Flat." CRAWFORD was recently featured in WANGER's "Slightly Honorable," with PAT O'BRIEN, EDWARD ARNOLD and RUTH TERRY.

Four of 20th Century-Fox' most talented young contract players, JOAN VALERIE, ELYSE KNOX, MARGUERITE CHAPMAN and KATHARINE ALDRIDGE, will have featured roles in "Million Dollar Diamond," now before the cameras with RICARDO CORTEZ directing. FLORENCE RICE and KENT TAYLOR have the leads.

WILLIAM GARGAN completed his role in HAL ROACH's "Turnabout" and leaves immediately for Miami, Florida, where he will meet DAMON RUNYON. GARGAN wants to acquire the rights to RUNYON's "JOE TURP" character.

JOHNNY BURKE and JIMMY MONACO have been signed to write the music for BING CROSBY's next Paramount picture, "Ghost Music," which VICTOR SCHERTZINGER will direct. The picture will start as soon as CROSBY completes his current assignment at Universal, "If I Had My Way," in which he co-stars with GLORIA JEAN.

HAROLD SHUMATE has completed the screenplay for HARRY SHERMAN's "The Round-Up," and has checked off the lot. SHERMAN expects to get the film going in about six weeks with DON WILSON in the leading role.

RICHARD THORPE has been set to direct the next "Tarzan" picture, now in preparation at MGM. THORPE is currently on location with the "Twenty Mule Team" troup.

As a result of her performance in "It All Come True," WARNER BROS. has extended the contract of ANN SHERIDAN for another year. Miss SHERIDAN is currently playing the feminine lead in "Torrid Zone," with JAMES CAGNEY and PAT O'BRIEN. A number of important story properties are being lined up for Miss SHERIDAN.

WILLIAM CAMERON MENZIES will direct SOL LESSER's first production in England, from the famous Story, "Adventures of Tom Jones." MENZIES best-known directorial job was "Things To Come," which was also produced in England.



Exhib Meets Director

After watching production on the "Destiny" set at Paramount, HARRY NACE (center) and his son, HARRY NACE, JR., lunch with Director TED REED in Paramount's Cafe Continental. The exhibitor is part owner of the Rickards & Nace circuit in Phoenix, Arizona.



A Smile of Satisfaction

JANE WYMAN has a smile—of satisfaction—for her ensemble in the theatre scenes of "An Angel from Texas" and EDDIE ALBERT has one, too—of delight—at the comedy propensities of his regalia. RAY ENRIGHT is directing the Warner Bros. picture.

"Arizona" to Start Soon

Producer-director WESLEY RUGGLES is finishing final arrangements for the start of Columbia's "Arizona," starring JEAN ARTHUR, and is lining up his staff of assistants to handle the 2,500 players who will be needed in the production. RUGGLES expects to spend about three months on location on the 640 acre site built 14 miles from Tucson, Ariz. Tests are being made for the top supporting roles.

Argosy Signs Wayne and Thomas

JOHN WAYNE and THOMAS MITCHELL have been signed by Argosy Pictures for featured roles in "The Long Voyage Home," picturization of EUGENE O'NEILL's dramatic sea story which JOHN FORD will direct. The picture will be released by United Artists.

Fine Arts Has 14 Exchanges

Fourteen branch offices have been set up and are now functioning, according to FRANKLYN WARNER, President of Fine Arts Pictures. Additional branches will be announced within the next ten days.

A Richard Whitney Story

LEE TRACY has been signed by HARRY EDINGTON, RKO production chief, for the starring role in "Millionaires in Prison," an original story by MARTIN MOONEY, said to be based on the Richard Whitney case. HOWARD BENEDICT will produce.

U to Remake "Back Street"

Universal plans to remake "Back Street," FANNIE HURST's story which was released in 1932 with IRENE DUNNE and JOHN BOLES starring. The new production will be on the same scale. S. K. LAUREN is now writing the screenplay.

Selznick-International thanks all those who made possible the following awards of The Academy of Motion Picture Arts and Sciences for "Gone With the Wind"

VICTOR FLEMING
★ Best Direction

VIVIEN LEIGH
★ Best Performance by an Actress

HATTIE McDANIEL
★ Best Performance by Supporting Actress

WILLIAM CAMERON MENZIES
★ Outstanding Achievement in the Use of Color for Enhancement of Dramatic Mood

ERNEST HALLER and RAY RENNAHAN
★ Cinematography in Color

LYLE WHEELER
★ Art Direction

HAL C. KERN and JAMES E. NEWCOM
★ Film Editing



All the Men and Women of the Staff who made Possible the Award for the

"Best Production of 1939"

"GONE WITH THE WIND"

And expresses its debt to the late

SIDNEY HOWARD

Posthumously honored with the Award for the

BEST SCREEN PLAY

From

DAVID O. SELZNICK

great gratitude to the Men and Women of Hollywood for honoring him with the

IRVING G. THALBERG AWARD



Old Friends

ANN LEWIS, *STR'S West Coast manager and* "MANNY" GOLDSTEIN, *studio manager of Republic, at the party given in honor of* JUDY CANOVA'S *arrival in Hollywood to fulfill her Republic contract.*

"Boom Town" Gets Gun

With JACK CONWAY directing, and CLARK GABLE, SPENCER TRACY, CLAUDETTE COLBERT and HEDY LAMARR starred, MGM's "Boom Town" went before the cameras a few days ago. SAM ZIMBALIST is the producer.

Republic Re-signs Hayes

GEORGE "GABBY" HAYES, comedy lead in the ROY ROGERS westerns, has been re-signed by Republic for another year. HAYES is currently working in "Young Buffalo Bill," under the producer-directorship of JOE KANE, with ROGERS.

Lubitsch Returns

ERNST LUBITSCH returned to Hollywood after a vacation in Puerto Rico to start his new association with SOL LESSER. He will be producer-director of his own film productions and will announce his first picture within the next few weeks, and will begin preparations immediately. All of LUBITSCH'S productions will be released through United Artists.

March Signed for "Victory"

FREDRIC MARCH has been signed for the lead in Paramount's screen version of JOSEPH CONRAD'S "Victory," which ANTHONY VEILLER will produce. The studio also announced the signing of JOHN CROMWELL to direct. Production is scheduled to get under way around May 15.

"Sky Patrol" Landers' Next

Director LEW LANDERS, who just finished work on Universal's "La Conga Nights," has been assigned the directorial chore on "Ski Patrol," a story dealing with the exploits of Finland's daring ski fighters in the current war. The picture will co-feature KATHRYN ADAMS, LULI DESTE and PHILIP CORN, and is set to go into production this week.

Zanuck Assigns Directors

DARRYL F. ZANUCK, 20th Century-Fox production chief, has assigned ALLAN DWAN to direct "The Young People," SHIRLEY TEMPLE'S next starring vehicle. SIDNEY LANFIELD, originally announced as director of the TEMPLE musical, has been shifted to handle the direction of "ELSA MAXWELL'S Public Deb #1." Both films are scheduled to start the early part of next month.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

If JUDY CANOVA'S stay in Hollywood could be measured by the party Republic tossed in her honor, she is in for the most pleasant experience in her career, one of the most colorful "shindigs" the movie capital has seen in a long time, with all of Republic's stars on hand to welcome JUDY into the fold.

Could it be possible that ANN SOTHERN'S loanout to WARNER BROS. is in exchange for the loan of GEORGE RAFT to MGM for the co-starring spot in "A Free Soul," with NORMA SHEARER? If so, we wonder who got the best of the deal . . . or should we say that a fair exchange is no robbery.

The gang over at Universal has been busy this past week celebrating with BERNIE KREISLER, winner of the company's sales drive. In addition to receiving the cash prize of $1,500, KREISLER'S trip to Hollywood was on the house. Wonder if he has the "yen" to become a producer . . . like so many before him.

A word of praise to EDWARD SMALL for "My Son, My Son," a picture that every father's son should see. An excellent cast, fine direction and EDDIE'S swell production showmanship, all add up to big grosses, wherever shown.

Movie studios paid over $700,000 for the screen rights to novels in 1939, and sums like $70,000 down to $30,000 are an every day occurrence. We'll lay a bet that all the "ANDY HARDY" stories released to date, cost MGM less than it just paid for "Escape" . . . and we hear that "ANDY" is doing pretty well for himself at the boxoffices.

That rumble heard around Hollywood last week was nothing more than the start of CECIL B. DE MILLE'S 64th super-special production, "North West Mounted Police."

FRANK LLOYD'S biggest research job for Columbia's "The Tree of Liberty," is to find out how WASHINGTON and JEFFERSON looked in their youth . . . as if anyone would know the difference.

Del Ruth Signed by RKO

ROY DEL RUTH, one of the industry's top directors, has been signed by RKO to direct MAUREEN O'HARA in "One of Six Girls," which Producer ERICH POMMER will send before the cameras on April 1. DEL RUTH directed two of SONJA HENIE'S successes, "My Lucky Star" and "Happy Landings," and many other box office hits.

Two "U" Winners

BERNIE KREISLER, *prize winning Branch Manager now a guest at Universal City, meets boxoffice winner* DEANNA DURBIN *who just completed her starring role in "It's a Date." Stars from* DEANNA *down to* BABY SANDY *greeted* KREISLER *on his tours of the lot.*

Crosby and Hope to Repeat In Para's "Follow Through"

Paramount is showing real showmanship by assigning BING CROSBY and BOB HOPE to work as a team in "Follow Through," based on the musical comedy of the same name by LARRY SCHWAB and BUDDY DESYLVA. Both BING and BOB scored a hit in their last co-starring vehicle, "Road to Singapore," in which they shared honors with DOROTHY LAMOUR.

The studio also announced that PAULETTE GODDARD and RUBY KEELER may play the feminine starring roles in the picture. If this can be arranged, Hollywood's most famous mixed golf foursome will be united for the film.

The idea of teaming the four in a golfing picture was suggested by the fact that the quartet participated in a charity golf match that drew nationwide attention. All four of the stars are in the top flight of Hollywood golf addicts.

20th-Fox Still Looking For "The Great Profile"

Inability of JOHN BARRYMORE to accept the starring role in "The Great Profile" has caused DARRYL F. ZANUCK, production chief of 20th Century-Fox, to open negotiations with three other famous troupers for the part. ZANUCK is now dickering with FREDRIC MARCH, ADOLPHE MENJOU and WARREN WILLIAM for the part.

Production is scheduled to get under way as soon as one of the three is placed under contract by the studio. The story, in many of its aspects, parallels the career and exploits of the great BARRYMORE, on the stage and off.

BARRYMORE wired that he couldn't accept the part because he was committed to a run-of-the-play contract in New York, where he is appearing in "My Dear Children."

Tex Ritter Starts Another

"The Colorado Trail," musical western starring TEX RITTER, went into production on location in Lebec, California, under the direction of AL HERMAN. Cast includes SUGAR DAWN, 8-year-old rodeo star, SLIM ANDREWS, CLARICE CURTIS, GLENN STRANGE and CARLETON YOUNG. The picture is being produced by EDWARD FINNEY from a story by GEORGE MARTIN.

1200 Extras for Sea Battle

A total of 1,200 extras will be employed in the battle scenes for the WARNER BROS. production of "The Sea Hawk," now shooting with ERROL FLYNN in the leading role. The present schedule calls for nine days of battle filming under the direction of MICHAEL CURTIZ.



The Men and Women

of

TECHNICOLOR

Express Their Deepest Appreciation

HERBERT T. KALMUS

President

Special Award

For its contributions in successfully bringing
three-color feature production to the screen



1939

ACADEMY

OF MOTION PICTURE ARTS AND SCIENCES

AWARD

The Short Subject

IN THE

SHORT SHOPS

Paramount

Yvette, vivacious French songbird, Paul Baron, popular NBC orchestra leader and Ben Grauer, radio announcer, have been engaged to appear in a forthcoming Headliner short subject. The title of this eighth Headliner is "Have You Met Yvette?." Production gets under way this Thursday at the Eastern Service Studio in Long Island with Leslie Roush directing.

MGM

By use of a new camera technique, Pete Smith is going to make certain that his audiences will know all about household cleaning of spots and blemishes, when they see his latest Specialty, "Spots Before Your Eyes." When the short is made, the camera will show the cleansing process in slow motion first, demonstrating the rotating action in cleaning which is important. Then the film will illustrate exactly what it was that was cleaned, and how use of the correct motion and cleansing ingredients worked.

With "Edison, the Man" rapidly nearing completion, camera work will start in Detroit next Monday on a special one-reeler, "The Wizard of Menlo Park," which will outline highlights in the career of Thomas Edison. Frank Whitbeck returned to Hollywood Thursday from a preparatory trip to Detroit and Herman Hoffman will leave Friday with a crew to film scenes at the reconstructed Edison Menlo Park Laboratory in Henry Ford's Greenfield Village. Hoffman will then go to West Orange, N. J. for other material at another Edison laboratory.

George Sidney, director, and Walter Lundeen, cameraman, started tests this week for Pete Smith's new three-dimensional Specialty, "Metroscopics." A new camera, perfected by John Nickolaus, is being used in the tests. The one-reeler, titled "Three-Dimensional Murder," written by Jerry Hoffman, will be Pete's first three-dimensional film in three years.

The latest in John Nesbitt's Passing Parade shorts, "Pellagra," got under way this week, with Fred Zinneman directing. Shepperd Strudwick enacts the role of Dr. Joseph Goldberger who proved a cure and causes of the dread disease. Bert Glazer is the assistant director with Jack Chertok and Richard Goldstone as producers.

Vitaphone

Ray Enright has been assigned to direct "Putting Over a Deb," next featuret in the Elsa Maxwell series. Shooting will begin on March 14 under supervision of Gordon Hollingshead. First picture in the group was "Riding Into Society," which is now cutting.

"Cinderella's Feller," short subject to be filmed in Technicolor, goes before the cameras on March 20. William McGann will direct.

Issue "Siege" Press Book

Showmen will have a wealth of publicity stories, advertising and accessories for their campaign on the timely short, "Siege," the action of which is centered around the siege of Warsaw. RKO Radio's publicity department has issued a pressbook covering the short which carries a dozen or so stories, a scene mat and eight advertising mats. A striking one-sheet in two colors also is available.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 16)

CAPITOL—The Fishing Bear (MGM) rev. 2-3-40; What's Your I.Q. (MGM) rev. 3-9-40.
CENTER—Information Please No. 3 (RKO-Pathe) rev. 11-18-39; Aquapoise (RKO-Pathe) rev. 2-10-40.
CRITERION—Vacation Diary (RKO-Pathe) rev. 2-17-40; The Curious Puppy (Vita.).
GLOBE—Dave Apollon and Orchestra (Vita.) rev. 2-24-40; Sniffles and the Bookworm (Vita.) rev. 2-24-40.
PARAMOUNT—Busy Little Bears (Para.) rev. 11-11-39; Females is Fickle (Para.)
RADIO CITY MUSIC HALL—Information Please No. 7 (RKO-Pathe).
RIALTO—Double or Nothing (Vita.) rev. 2-17-40.
RIVOLI—Aquapoise (RKO-Pathe) rev. 2-10-40.
ROXY—All's Well That Ends Well (20th-Fox); New Hampshire (Col.) rev. this issue.
STRAND—Alex in Wonderland (Vita.); Happy Warrior (Vita.).

CHICAGO LOOP

(Week Ending March 16)

APOLLO—Know Your Money (MGM) rev. 2-3-40; Human Fish (Para.) rev. 2-24-40; Elmer's Candid Camera (Vita.).
GARRICK—Porky's Last Stand (Vita.); Two of a Kind (Para.); The Heckler (Col.) rev. 2-24-40.
ROOSEVELT—Seabiscuit (Capitol); Popular Science No. 4 (Para.) rev. 2-24-40.
UNITED ARTISTS—Art in Hollywood (Col.) rev. this issue; Ali Baba Bound (Vita.).

You're a Mouse if You Fail To Sell "That Inferior Feeling"

"Are you a man or a mouse?" is a slogan that fits in perfectly with the current Robert Benchley short subject, "That Inferior Feeling." One way of using it effectively in your exploitation is to get psychiatrists and newspaper reporters to attend the initial performance. What they have to say on the subject should make good newspaper copy.

A cage of white mice in the lobby, using the provocative question as a caption and then referring to your showing of the Benchley short, should arouse keen interest. Similarly, local pet shops might use displays in their windows.

Library Cooperation, Ballyhoo Good for "Maintain the Right"

"Maintain the Right," a Pete Smith Specialty, is the first authentic picturization of Canada's Royal Northwest Mounted Police. Since many books have been written about this body of men, you should, in your selling campaign, contact libraries for their permission to place stills from the subject, along with copies of books, on display in their buildings. Bookmarks could be made up listing books on the subject and announcing your showing.

Have a ballyhoo man dressed as a "Mountie" move about the business district, either on horseback or on foot, distributing announcements. He could also visit schools at luncheon and dismissal periods.

"Information Please" Featured

In the March 5 issue of *Pic* magazine, "Information Please No. 5" was featured in a three-page spread. Emphasis was placed on the visual of "prop" questions, with the unique method of filming necessitated by the unrehearsed script. Information about the experts, the three "regulars" and guest-guesser Christopher Morley, and their quips at inquisitor Clifton Fadiman's queries completed the layout.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 16)

PARAMOUNT (No. 57)—Hockey, Rangers vs. Boston Bruins; Johnny Paycheck trains for bout with Louis; Joe Louis in training; Golden Gate Bridge painted; Adolph Zukor feted in Rio de Janeiro; Girl "adopted" by Mrs. Roosevelt; Roosevelt delegates win in N. H.; Polish mass meeting in N. Y.; Finnish peace pact; Byrd expedition.

MOVIETONE (Vol. 22, No. 54)—Byrd expedition; Procope confers with Hoover; British royalty tour Scotland; Discover tomb of ancient king in Egypt; Fashions for dogs; Navy gridders train; Girl's softball team trains; Boys take to sea in schooners; Lew Lehr and sleep-inducing gadget.

NEWS OF THE DAY (Vol. 11, No. 252)—Fighting ends in Finland; Byrd expedition; Army planes over California; Discover tomb of ancient king in Egypt; Fashions in hats; Wrestling match in N. Y. (except Boston); Boston Bees and Red Sox train in South (Boston only).

PATHE (Vol. 11, No. 69)—Byrd expedition; Army planes over California; Procope-Hoover discuss peace; Trick steam auto; Golden Gate Bridge repainted; California motorcycle races; Boston Bees and Red Sox train in South (Boston only).

UNIVERSAL (Vol. 12, No. 858)—War ends in Finland; British royalty tour Scotland; Army planes over California; Wood-burning auto; Easter fashions; Byrd expedition; National Invitational Basketball Tournament in N. Y.; Navy gridiron practice; Skiing at Mt. Hope, Ore.

(Released Wednesday, March 13)

PARAMOUNT (No. 56)—Liner Queen Elizabeth gets heavy guard; Welles and Taylor arrive in Rome; International Flower Show; Kermit Roosevelt to lead international unit in Finland; Jesse Carson to fight in Finland; London parade for Graf Spee victors; Bowling matches at Detroit; Golden Glove bouts in New York; Honeymoon Island couple see New York; First newlyweds arrive at Honeymoon Island, Fla.

MOVIETONE (Vol. 22, No. 53)—Graf Spee heroes honored; German war planes shot down; New Zealand troops at war stations; Finnish ski troops in action; Finns capture Russian equipment; Welles and Taylor arrive in Rome; Most Reverend Stritch succeeds Cardinal Mundelein; Fashions in shoes; Yankees, Pirates, Senators and Cardinals in training; Golden Glove bouts in New York; Bowling matches at Detroit.

NEWS OF THE DAY (Vol. 11, No. 251)—Graf Spee heroes honored; War fails to halt Moslem pilgrims; Chicago's new Archbishop enthroned; Welles meets Ciano in Rome; Trout season opens in Ozarks; Honeymoon Island thrills newlyweds; Fenske wins Columbian mile; Bowling matches in Detroit; Yankees, Pirates, Cardinals and Senators in baseball training.

PATHE (Vol. 11, No. 68)—Liner Queen Elizabeth seeks safety in U. S.; F. D. R. observes 77th year of A.A.A.; Welles and Taylor arrive in Italy; Honeymoon Island opens for business; Bowling matches at Detroit; K. of C. games in New York; Big leaguers start spring training; Chicago's new Archbishop enthroned (Chicago only).

UNIVERSAL (Vol. 12, No. 857)—Canadian pilots arrive in England; Welles and Taylor arrive in Rome; French colonial troops in maneuvers; Chicago's new Archbishop enthroned; Love birds on Honeymoon Island; Trout season opens in Ozarks; International Flower Show; Bowling matches in Detroit; Yankees in training; Fenske wins Columbian mile.

Short Subjects Have Good Selling Angles

Often the difference between a good and bad program depends on short subjects. And that goes when you're playing double-features, too, because your opposition may also be playing two features and his or your program may be superior because of a certain short subject.

The wise showman always lists his supplementary attractions in his newspaper ads. We have noticed on some occasions that short subjects took up even more space than the feature. Again, the wise showman makes it a point to plant publicity stories for each change of bill, with the feature receiving mention at the bottom of a story.

Chances are you'll often find tieups with merchants easier and more practical on short subjects than on features. For this reason, you should always avail yourself of the opportunity for window displays, dealer cooperation in advertising and lobby tieups to aid in merchandising. With radio celebrities appearing in a number of junior reels, sponsors of the programs in which they appear should be willing to arrange for tieups between their outlets and theatres.

Orchestra reels make possible dance contests, music shop window displays, "Jitterbug Jamborees" in which an entire program consists of these reels merely for the enjoyment of adolescents, song title contests, musical quizzes, etc. Shorts of a dramatic nature, as for instance, the Crime Doesn't Pay series, invite the cooperation of local organizations and fraternities, civic clubs, law enforcement agencies, etc. Historical subjects are good for tieups with schools, as are also many other educational short reels. In view of this, make friends of school officials. Invite certain classes to attend in a body to see certain shorts which have a specific interest for them. A weekly short subject matinee, similar to those now being used in Bayonne, N. J. (STR. Feb. 3, p. 25) could be arranged.

Names like Leon Errol, Robert Benchley, Pete Smith, Buster Keaton, Charlie Chase, Three Stooges, and others belong on your marquee. And of course, shorts of an outstanding nature should rate space there, for we realize that limitations are such that not all subjects can be featured.

These suggestions have been necessarily general, for it would take pages to outline the angles on every subject. If you're a wise showman, you'll spot the selling angles in the shorts you play, and use them.

Market for Shorts on Upswing, Says Abrams

Completing a seven weeks' tour through the middle and far West, Leo Abrams, Universal's short subjects sales manager, returned to New York recently, convinced that the market for good shorts is definitely on the up-swing. Despite the prevalence of the double feature policy in the territory covered by Mr. Abrams in this trip, he found that good comedies and serials were getting excellent playing. Sound showmanship on the part of theatre owners, said Mr. Abrams, has been selling these junior features to the public and creating a definite desire for them.

Mr. Abrams also spent a week at the Universal Studios, at which time final arrangements were made for the casting of Dick Foran in the stellar role of the first on the new season serials for Universal, "Winners of the West" and for the signing and casting of the Dead End Kids for another serial, "Junior G-Men." Both of these serials will be made under materially increased budgets in conformity with the recently announced plans for bigger-budget shorts from Universal.

Theatre conditions generally in the territories visited by Mr. Abrams were reported by him, from first hand observations and from conferences with the major theatre operators, to be excellent.

Short Subject Reviews (STR)

FASHION TAKES A HOLIDAY

Prod. No. 1973 — *Feminine Appeal*

Col. — **Cinescope No. 3** — **11 mins.**

Comment: Photographed in Cosmocolor, this is a series of scenes in which pretty girls model a range of gowns, costumes and sports wear. It has the advantage of shifting its scene to take in views of the Grand Canyon, Palm Springs and other spots around the orbit of the Hollywoodites' play and social forays. Rates as pretty fair for the feminine trade. Photography mediocre.

Exploitation: Routine billing in programs and lobby announcements.

ROCKIN' THRU THE ROCKIES

Prod. No. 1405 — *Slap-happy Fun*

Col. — **Stooge Comedy No. 5** — **16½ mins.**

Comment: Stooges join up with a girl show stranded in the wild and wooly west, try their hands at hunting for grub with results that bring the proprietor's orders that they'll find means of getting the show to Frisco, or else. There's no more sense than usual, but a more than usual content of the slap-happy nonsense to make this a better than average show for the Stooge enthusiasts.

Exploitation: Lobby billing and tie-up with sporting goods store displaying fishing tackle with stills featuring line "if you don't think fishing is fun—see the Stooges."

NEW HAMPSHIRE

Prod. No. 1555 — *Good Travel Film*

Col. — **Columbia Tours No. 5** — **11 mins.**

Comment: Pretty scenery and some interesting history of the Ninth State. The film covers points of historical and pictorial interest of a state that is colorful in both respects. The photography, in Cine-color, is at least fair and the reel should appeal to general audiences.

Exploitation: Notify school authorities and obtain cooperation from them and the library; also those who may be members of historical societies.

FLYING TARGETS

Prod. No. 1804 — *For Sportsmen*

Col. — **World of Sports No. 4** — **10 mins.**

Comment: Shows the ins and outs of duck shooting and will be especially interesting to the male patrons. The pictures were made in the marshland country of Virginia, a favorite spot for the duck hunter who can afford to get there. It is not much for general audiences but will have its place where something of the sort to appeal to the local sportsmen is needed.

Exploitation: Build it up through contacting local hunting clubs or gun clubs. Window displays of shotguns, duck decoys, etc.

PARDON MY BERTH MARKS

Prod. No. 1431 — *Filler*

Col. — **All Star Comedy No. 11** — **18 mins.**

Comment: Buster Keaton as a man-of-all work for a newspaper gets his chance to be a reporter following wife of a gangster to Reno where she's to obtain a divorce. It's heavy-footed kick-in-the-pants comedy and rates only as routine program filler. Will get laughs where sheer physical action is in demand.

Exploitation: Regular billing.

ART IN HOLLYWOOD

Prod. No. 1855 — *Fan Appeal*

Col. — **Screen Snapshots No. 5** — **11 mins.**

Comment: Hollywood's art lovers and practitioners shown indulging their hobbies. It presents pictures of Fred MacMurray, whose hobby is making hand-tooled leather, Mary Boland in a bit of comedy sculpturing, Robert Wilcox, pastel painter, and his wife Florence Rice, Fritz Leiber, Claire Trevor, Rochelle Hudson, and those Three Stooges putting in what goes for comedy relief.

Exploitation: Play up pictures of the stars in advance lobby display with billing selling the "here's how they are off the screen" angle.

Terry-Toons Contracts Hit an All-time High

Theatre contracts for Terry-Toons have hit an all-time high. Since the first of the year, according to William J. Clark, short subjects sales manager of Twentieth Century-Fox, these contracts have passed the 10,000 mark in the domestic market.

This is the record for this cartoon series, now in its eleventh year. Following a steady upward trend for the last year and a half, it represents by far the largest percentage of increase in Terry-Toons history. During this period Paul Terry, producer, has released his first color cartoons, making a third of the series in Technicolor last year, and increasing the number this season.

Gets Jitterbugs with Band Shorts

Swing still sways them! In a very clever promotion idea Matty Rosenbluth of the Colony in Philadelphia, turned that fact into dollars at his box-office. Booking band shorts of well-known orchestras, he had the town's jitterbugs hanging from the rafters for a "Swing Jamboree."



Valuable Newspaper Cooperation

In exploiting a recent RKO-Radio March of Time subject, "Newsfronts of War—1940," Manager Morris Rosenthal of the Majestic Theatre, Bridgeport, Conn., enlisted the cooperation of the Bridgeport Times-Star. *The paper's staff photographer took pictures of the various processes of newspaper printing, and these, coupled with samples, were used to make up the display shown above. Rosenthal grabbed several inches of publicity, too, some of the stories being accompanied by "art."*

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

CURTAIN CALL

RKO | Drama | April 26

Selling Names: Donald MacBride, Barbara Read, John Archer, Helen Vinson.
Director: Frank Woodruff.
Producer: Howard Benedict.
Story Idea: Donald MacBride, a producer, trying to bluff Helen Vinson, his star, to terms, buys a hopelessly amateurish play written by Barbara Read a country girl. Imagining herself a success, Barbara comes to New York, closely followed by John Archer, her fiance. The play is a success only because Alan Mowbray, a writer turns a bad tragedy into a screaming farce. They finally convince Barbara of this fact, so she agrees to go back home and marry Archer.
Catchline: "He knew how to blend romance with theatrical politics."

THE SAINT TAKES OVER

RKO | Drama | Not Set

Selling Names: George Sanders, Wendy Barrie, Jonathan Hale.
Director: Jack Hively.
Producer: Howard Benedict.
Story Idea: George Sanders' friend, Inspector Jonathan Hale of the New York Police Department, has been suspended from the force because he cannot account for the fifty thousand dollars found in his safe. Knowing Hale's honesty, Sanders suspects he has been "framed" by a group of race-track crooks whom Hale had been trying to round up, so he takes a hand and clears the inspector.
Catchline: "The Saint saves a police inspector's reputation."

TOMBOY

Mono. | Drama | April 10

Selling Names: Jackie Moran, Marcia Mae Jones, Grant Withers.
Director: Robert McGowan.
Assoc. Producer: William T. Lackey.
Story Idea: Jackie Moran runs away from his mean uncle, George Cleveland, because he won't permit him to go to school; wants him to spend all his time working. At the same time, two tramps steal two hundred dollars from Cleveland's house. He accuses Jackie, but Jackie saves his life when the tramps try to beat him up, tackling the two of them until help arrives. Cleveland, ashamed, promises to treat Jackie better in the future.
Catchline: "Branded a thief . . . he risked his life to save his accuser."

LA CONGA NIGHTS

Univ. | Comedy | May 31

Selling Names: Hugh Herbert, Dennis O'Keefe, Constance Moore.
Director: Lew Landers.
Assoc. Producer: Ken Goldsmith.
Story Idea: Hugh Herbert, dizzy millionaire playboy, is sent by his three bossy sisters (Herbert plays all parts), to evict Ferike Boros, who runs a boarding house, for non-payment of rent. Instead, incognito, he helps Dennis O'Keefe and his girl-friend, Constance Moore, two boarders, open a night club in the place, to help raise the money to pay the rent. He eventually signs the deed to the place over to O'Keefe and Constance, as a wedding present, and then sets out to direct a rumba band comprised of his sisters and himself.
Catchline: "He found himself wherever he looked."

THE COLORADO TRAIL

Mono. | Western | Not Set

Selling Names: Tex Ritter, Sugar Dawn, Carleton Young, Glen Strange.
Director: Al Herman.
Producer: Edward Finney.
Story Idea: Tex Ritter and his pal, Slim Andrews, accept jobs on Sugar Dawn's range, so that they can find out just what has been happening to the stock. Carleton Young, Sugar's cousin and Glen Strange, a neighboring rancher, have been stealing the stock and changing the brand, so that Sugar will eventually lose the property. Tex bribes the rustlers to help him herd the cattle, and then captures them and turns them over to the law.
Catchline: "He bribed the rustlers to prove their guilt."

WATERLOO BRIDGE

MGM | Drama | Not Set

Selling Names: Vivien Leigh, Robert Taylor, Virginia Field, Maria Ouspenskaya.
Director: Mervyn LeRoy.
Producer: Sidney Franklin.
Story Idea: Robert Taylor and Vivien Leigh are married just before he leaves for the front. She loses her job as a dancer, because of ill health and Virginia Field gives up her job too, to nurse her back to health. Unable to find work after her recovery, they both follow the only course open to them to survive. A year later when Taylor returns and wants to take her back home with him, she gets herself killed during an air raid, knowing that her past, if she joined him, would mean his ruin.
Catchline: "For her kind of woman, her happiness meant his ruin."

YOUNG BUFFALO BILL

Rep. | Western | Not Set

Selling Names: Roy Rogers, George "Gabby" Hayes, Hugh Sothern, Pauline Moore.
Assoc. Producer-Director: Joe Kane.
Story Idea: Roy Rogers and his friend, "Gabby" Hayes, are sent by the United States Cavalry to establish the boundary of the land belonging to Hugh Sothern, which the new government survey had marked incorrectly. Suspecting treachery, Rogers finds that the gold mine on the disputed land caused Trevor Bardette to threaten the surveyor's life unless he followed Bardette's instructions. Rogers exposes Bardette's trickery and brings him and his gang to justice.
Catchline: "He exposed the land thieves and brought them to justice."

YOU CAN'T FOOL YOUR WIFE

RKO | Comedy-Drama | Not Set

Selling Names: .Lucille Ball, James Ellison, Robert Coote, Emma Dunn.
Director: Ray McCarey.
Producer: Cliff Reid.
Story Idea: James Ellison and Lucille Ball, married for five years, are each led by Lucille's mother, Emma Dunn, to believe that the other is wearied of the marriage and wants a divorce. Given an assignment to take care of an important client, Ellison goes from one wild party to another, causing more trouble. The situation is finally straightened out by the client, Robert Coote, with Emma disposed of.
Catchline: "Mother-in-law trouble."

GRANDPA GOES TO TOWN

Rep. | Comedy | Not Set

Selling Names: James, Lucille and Russell Gleason, Harry Davenport.
Assoc. Producer-Director: Gus Meins.
Story Idea: James Gleason and his family set out for a hotel Lucille bought with the money they got when they sold their home. They find it in a long deserted ghost town, little better than a barn. Overhearing two men discussing a gold strike, they spread the news. Business begins to flourish, including the addition of a couple of city gangsters. When the thieves try to file a claim on all the property, Grandpa saves the day by getting a group of movie extras dressed up as Indians, to help him drive the gangsters out of town.
Catchline: "Their ingenuity turned a ghost town into a thriving community."

PHANTOM PILOT

Mon. | Western | April 15

Selling Names: James Newill, Louise Stanley, Dave O'Brien.
Director: Ralph Staub.
Producer: Phil Goldstone.
Story Idea: James Newill of the Royal Mounted Police, tries to find the cause for the mysterious disappearance of planes carrying gold. He sees Louise Stanley entering a hide-out and tracks her down, only to discover that her father, Joseph Stephani, a scientist who believes he is working for the government, was unwittingly helping a gang of crooks bring down all planes with his "mystery ray." Stephani assists Newill in capturing the gang and so is pardoned for his part in the crimes.
Catchline: "His mystery ray made him an unwilling prisoner."

IN OLD MISSOURI

Rep. | Western | Not Set

Selling Names: Weaver Brothers, Elviry, Loretta Weaver, Thurston Hall, Marjorie Gateson.
Director: Frank McDonald.
Assoc. Producer: Armand Schaefer.
Story Idea: The Weavers and Elviry are sharecroppers who come to the city to make a personal call on Thurston Hall, their landlord. Hall changes places with them to prove to them that he is in worse straits than they are. They show him who is responsible for the conditions on the land, at which time he ousts his crooked partners, takes Allan Ladd, his son, into the firm and insures a square deal for all his sharecroppers in the future.
Catchline: "He had to 'die' to rid himself of his crooked partners."

THE GHOST BREAKERS

Para. | Mystery-Drama | Not Set

Selling Names: Bob Hope, Paulette Goddard, Richard Carlson, Paul Lukas.
Director: George Marshall.
Producer: Arthur Hornblow, Jr.
Story Idea: Paulette Goddard, an American girl all alone in the world, inherits a haunted castle in Cuba. With Bob Hope, a radio commentator, she goes to the castle and suffers through murders, ghosts and sliding panels before Bob helps her pin down the culprit behind it all. A silver deposit on the property is the reason for someone trying to scare her away.
Catchline: "She found a zombie in her haunted castle."

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		.....	Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	.....	Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band		7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		.....	Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		.....	Reissued
Our Daily Bread (D)	75	Tom Keene-John Qualen	(A)	.....	Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		.....	Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		.....	Reissued
Sky Devils (C-D)	88	Spencer Tracy		.....	Reissued
Street Scene (D)	79	Sylvia Sidney		.....	Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		.....	Reissued
Tombstone Canyon (W)	67	Bob Burns		.....	Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		.....	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Lone Star Pioneers (W)	56	Bill Elliott-Dorothy Gulliver		3/16/39	a1/14/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
My Son Is a Criminal (D)	59	Alan Baxter-Jacqueline Wells	(F)	3/30/39	b3/18/39
North of the Yukon (W)	64	Chas. Starrett-Linda Winters (Former title, "Mounted Police")		3/30/39	a2/4/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Whispering Enemies (D)	62	J. Holt-D. Costello	(F)	3/24/39	b1/7/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)	66	Hudson-Lane-Lang		1/31/40	b3/2/40
Dead Man's Isle		Peter Lorre-Rochelle Hudson		.....	In Prod.
Doctor Takes a Wife (D)		Loretta Young-Ray Milland		4/25/40	a2/24/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature		4/18/40	In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Man Who Would Not Die		Boris Karloff		4/11/40	In Prod.
Men Without Souls (D)		John Litel-Rochelle Hudson (Former title, "Escape from the Big House")		3/4/40	a2/17/40
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Offenders of the Law (D)		Jack Holt-Marian Marsh		.....	In Prod.
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D)	63	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo		.....	a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
Texas Stagecoach (W)		Chas. Starrett-Iris Meredith (Former title, "Texas Express")		6/6/40	a1/27/40
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)	82	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D)	79	Conrad Veidt-Valerie Hobson (Reviewed as "Spy in Black")	(F)	10/7/39	b7/15/39

MGM

1938-39

Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
Ice Follies of 1939 (D)	82	Crawford-Stewart (Part Tech.)	(F)	3/10/39	b3/11/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
Pygmalion (D)	87	Leslie Howard-Wendy Hiller	(A)	3/10/39	b10/29/38
Sergeant Madden (D)	80	Wallace Beery-Laraine Johnson	(F)	3/24/39	b3/25/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Society Lawyer (D)	77	Virginia Bruce-Walter Pidgeon	(F)	3/31/39	b4/1/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Within the Law (D)	65	Ruth Hussey-Paul Kelly	(F)	3/17/39	b3/18/39
Wizard of Oz (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

MGM

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful		Jean Muir-Robert Cummings		4/19/40	In Prod.
Andy Hardy Meets Debutante (C)		Mickey Rooney-Lewis Stone		.....	In Prod.
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Boom Town (D)		Gable-Tracy-Lamarr-Colbert		.....	In Prod.
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Strange Case (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson		.....	a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/22/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson		4/26/40	a1/13/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	.....	b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart		.....	In Prod.
New Moon (D)		Jeanette MacDonald-Nelson Eddy		4 5/40	a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice (D)		Greer Garson-L. Olivier		.....	a3/2/40
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Stars Look Down (D)	140	Lockwood-Redgrave	(A)	.....	b3/16/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)		Joan Crawford-Fredric March		.....	In Prod.
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Twenty Mule Team		Wallace Beery-Leo Carillo		.....	In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell		4/12/40	a2/17/40
Waterloo Bridge (D)		Vivien Leigh-Robert Taylor		.....	a3/16/40
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

MONOGRAM

1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Mystery of Mr. Wong (D)	65	Boris Karloff	(F)	3/8/39	b3/18/39
Mystery Plane (D)	60	John Trent-Marjorie Reynolds	(F)	3/8/39	b3/4/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Rollin' Westward (W)	61	Tex Ritter	(F)	3/1/39	b4/1/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/16/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(A)	4/5/39	b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne (Reviewed as "Dangerous Fingers")	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

1939-40

Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley		2/24/40	a2/3/40
Colorado Trail (W)		Tex Ritter-Sugar Dawn		4/20/40	a3/16/40
Covered Wagon Trails (W)		Jack Randall		4/10/40	In Prod.
Danger Ahead (W)	60	James Newill-Dorothea Kent		1/10/40	a12/23/39
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D)	63	Warren Hull-Kay Linaker (Former title, "Front Page Lady")		1/20/40	a12/23/39
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Missing People (D)		Will Fyffe		4/30/40	In Prod.
Midnight Limited (D)		John King-Marjorie Reynolds		.....	a2/24/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Phantom Pilot		James Newill		4/15/40	a3/16/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Wilkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker		3/30/40	a3/9/40
Tomboy		Marcia Mae Jones-Jackie Moran		4/20/40	a3/16/40
Torpedo Raider (D)		Barry Mackay		2/28/40	Not. Rev.
Westbound Stage (W)	52	Tex Ritter		12/15/39	b3/2/40
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

PARAMOUNT

1938-39

Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Beachcomber (C-D)	94	Laughton-Lanchester	(A)	3/10/39	b3/12/38
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Cafe Society (C)	83	M. Carroll-F. MacMurray	(A)	3/3/39	b2/11/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
King of Chinatown (D)	60	A. M. Wong-L. Nolan	(A)	3/17/39	b3/18/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Midnight (C)	90	Claudette Colbert-Don Ameche	(F)	3/24/39	b3/11/39
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Silver on the Sage (W)	66	Boyd-Hayes-Hayden	(F)	3/31/39	b2/18/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
Sudden Money (C)	61	C. Ruggles-Marjorie Rambeau	(F)	3/31/39	b3/25/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Date		5/31/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew		a2/17/40	
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Down Went McGinty		Brian Donlevy-Akim Tamiroff		8/9/40	In Prod.
Dr. Cyclops (Tech.)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)		Bob Hope-Paulette Goddard			a3/16/40
Golden Gloves (D)		Jean Cagney-Robert Ryan		8/2/40	a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Henry Aldrich No. 1		Jackie Cooper-Leila Ernst			In Prod.
Hidden Gold (W)		Wm. Boyd-Russell Hayden		6/7/40	a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
I Want a Divorce		Dick Powell-Joan Blondell			In Prod.
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of the Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Northwest Mounted Police (Tech.)		Cooper-Carroll-Foster-Goddard			In Prod.
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		5/10/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		6/28/40	a1/20/40
		(Former title, "Woman from Hell")			
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		6/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)	63	Wm. Boyd-J. Clayton-Haden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		7/12/40	a1/13/40
		(Former title, "Hold Your Horses")			
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		6/21/40	a11/25/39
		(Former title, "At Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		7/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/3/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Title	Mins.	Stars		Rel. Date	See Issue of
Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Almost a Gentleman (D)	65	James Ellison-Helen Wood	(F)	3/31/39	b3/25/39
Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Fixer Dugan (D)	64	Lee Tracy-Virginia Weidler	(F)	3/21/39	b5/13/39
Flying Irishman (D)	70	Douglas Corrigan	(F)	3/24/39	b3/11/39
Girl and the Gambler (C)	62	Steffi Duna-Lee Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Saint Strikes Back (D)	63	George Sanders-Wendy Barrie	(F)	3/10/39	b2/18/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Trouble in Sundown (W)	60	Geo. O'Brien-Rosalind Keith	(F)	3/24/39	b3/18/39
Twelve Crowded Hours (D)	63	Richard Dix-Lucille Ball	(F)	3/3/39	b2/25/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
Anne of Windy Poplars		Anne Shirley-James Ellison			In Prod.
Beyond Tomorrow (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
		(Former title, "And So Goodbye")			
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/3/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/5/40	b3/2/40
Courageous Dr. Christian (D)		Jean Hersholt-Dorothy Lovett		4/5/40	a2/24/40
Curtain Call (D)		Barbara Reed-John Archer		4/26/40	a3/16/40
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)		Geo. Sanders-Wendy Barrie			a3/16/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
You Can't Fool Your Wife (C-D)		Lucille Ball-James Ellison			a3/16/40

REPUBLIC

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
I Was A Convict (D)	65	B. MacLane-B. Roberts	(F)	3/6/39	b2/25/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mexicali Rose (W)	58	Gene Autry-Smiley Burnette	(F)	3/27/39	b4/1/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
My Wife's Relatives (C-D)	65	The Gleasons-Mary Hart	(F)	3/20/39	b3/11/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rough Riders Round-up (W)	58	Roy Rogers-Mary Hart	(F)	3/13/39	b3/25/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)	68	Louise Platt-Donald Woods		3/15/40	a2/17/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			a3/2/40
Grandpa Goes to Town (C)		The Gleasons-Harry Davenport			a3/16/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
In Old Missouri		Weaver Bros.-Elviry			a3/16/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)	56	3 Mesquiteers	(F)	3/12/40	a3/16/40
Rancho Grande (W)		Gene Autry-Smiley Burnette			a2/24/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)		Elsie Janis-Wendy Barrie			In Prod.
Young Buffalo Bill (W)		Roy Rogers-George Hayes			a3/16/40

20TH CENT.-FOX

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Clambing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Everybody's Baby (C)	61	Jones Family	(F)	3/24/39	b12/3/38
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Gorilla (C)	65	Ritz Bros.-Anita Louise	(A)	3/31/39	b5/27/39
Hound of the Baskervilles (My-D)	80	Rathbone-Greene-Louise	(A)	3/31/39	b4/1/39
Inside Story (D)	60	Whalen-Rogers	(F)	3/10/39	b10/22/38
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Little Princess (D)	91	S. Temple-R. Greene (Tech.)	(F)	3/10/39	b2/25/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Pardon Our Nerve (C)	55	Lynn Bari-B. Albertson	(F)	3/3/39	b11/19/38
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Susannah of the Mounties (D)	77	Ritz Bros.-Don Ameche	(F)	2/17/39	b2/11/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Wife, Husband and Friend (C)	82	Warner Baxter-Loretta Young	(F)	3/3/39	b2/18/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Murder Cruise (My)		Sidney Toler-Marjorie Weaver			a3/9/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Gestapo (D)		Margaret Lockwood-Rex Harrison			In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

20TH CENT.-FOX

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene			a1/27/40
Johnny Apollo (D)		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
(Former title "Dance With the Devil")					
Lillian Russell (D)		Alice Faye-Don Ameche			a2/24/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Maryland (D) (Tech.)		B. Joyce-Payne-Brennan			a3/9/40
Million Dollar Diamond		Florence Rice-Joan Valerie			In Prod.
On Their Own		Jones Family			In Prod.
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Rogue of the Rio Grande (D)		Cesar Romero-Mary Hughes			In Prod.
Sailor's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4 26 40	b3/9/40
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne		4/5/40	a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	11/17/39	b11/4/39
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	10/27/39	b10/28/39
20,000 Men a Year (D)	84	Randolph Scott		4/12/40	a2/10/40
Viva Cisco Kid (D)		Cesar Romero-Chris-Pin Martin	(F)	2/16/40	b2/3/40
Young as You Feel (C)	59	Jones Family			

UNITED ARTISTS

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Prison Without Bars (D)	79	Luchaire-Best-Barnes	(F)	3/10/39	b10/1/38
Stagecoach (D)	96	Claire Trevor-John Wayne	(F)	3/3/39	b2/11/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)	85	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town (D)		Fay Bainter-Frank Craven			a3/2/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)		Olivier-Anderson-Fontaine		4/12/40	a10/14/39
Saps at Sea (C)		Stan Laurel-Oliver Hardy		4/19/40	a12/23/39
(Former title, "Two's Company")					
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
South of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Turnabout		Carole Landis-Hubbard-Menjou		5/17/40	In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
Family Next Door (C)	60	Hugh Herbert-Ruth Donnelly	(F)	3/31/39	b4/15/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	2/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Mystery of the White Room (My-D)	58	Bruce Cabot-Helen Mack	(A)	3/17/39	b4/1/39
Risky Business (D)	66	George Murphy-Dorothea Kent	(F)	3/3/39	b3/18/39
Spirit of Culver (C-D)	90	Jackie Cooper-F. Bartholomew	(F)	3/10/39	b3/4/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Three Smart Girls Grow Up (C)	87	Durbin-Winninger	(F)	3/24/39	b3/25/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)		Bob Burns		6/14/40	a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	3/29/40	b3/9/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Snerd	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D)		Richard Arlen-Andy Devine		2/2/40	a10/21/39
(Former title, "Test Driver")					
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		5/13/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)		Peggy Moran-Johnny Downs			In Prod.
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean		4/26/40	a3/9/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)		Deanna Durbin-Kay Francis		3/22/40	a1/27/40
La Conga Nights (C)		Hugh Herbert		5/31/40	a3/16/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me (C)		Tom Brown-Constance Moore		3/15/40	a2/24/40
Man From Montreal (D)	60	Richard Arlen-Andy Devine	(F)	12/8/39	b3/2/40
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W)		J. M. Brown-Bob Baker		4/5/40	a9/30/39
(Former title, "Vigilante War")					
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey		5/17/40	a3/2/40
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	B. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker		1/19/40	a9/16/39
(Former title, "Galloping Kid")					
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D)		Lola Lane-James Craig		3/8/40	a1/6/40
(Former title, "Rigadoon")					

WARNER BROS.

1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Adventures of Jane Arden (D)	58	Rosella Towne-Wm. Gargan	(F)	3/4/39	b2/18/39
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Blackwell's Island (D)	71	J. Garfield-R. Lane	(A)	3/25/39	b3/4/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3 11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Ralft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
(Reviewed as "Hobby Family")					
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
Oklahoma Kid (W)	80	James Cagney-Rosemary Lane	(F)	3/11/39	b3/18/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Secret Service in the Air (D)	63	R. Reagan-I. Rhodes	(F)	3/4/39	b2/11/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4 29/39	b1/21/39

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas (D)		Albert-Wyman-Reagan		4 27 40	a3 9/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1 13/40
Brother Orchid (C-D)		E. G. Robinson-Sothern-Bellamy			In Prod.
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	11/3/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Flight 8 (D)		Ralph Bellamy			In Prod.
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)	4 13/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1 6 40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12 23/39
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn		4 6 40	a12 16 39
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9 23 39
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		b2 24 40
Mad Empress (D)	95	Modea Novara-L. Atwill	(A)	12 16/39	b4 29/39
(Reviewed as "Juarez and Maxmilian"—States Rights)					
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8 26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9 9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11 11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11 11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk		Flynn-Marshall-Crisp			In Prod.
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Fov. Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)		D. Morgan-J. Payne-G. Dickson			a9/23/39
(Former title, "State Cop")					
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3 16/40	b3 9/40
Till We Meet Again (D)		Merle Oberon-George Brent		4 20 40	a1 27 40
(Former title, "We Shall Meet Again")					
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (D)	121	Flyn-Hopkins-Scott		3 23 40	a12 2 39
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11 25/39	b11 11/39

STATES RIGHTS

Title	Mins.	Stars			See Issue of
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1 27 40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9 9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7 1/39
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1 13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9 30 39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8 19 39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7 29 39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7 29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)	85	Roland Drew-Steffi Duna	(A)	Producers	b11 18/39
(Reviewed as "Hitler, Beast of Berlin")					
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2 10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12 9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12 2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6 24 39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b2 30 39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8 5/39
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5 13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8 5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7 8 39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1 20 40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8 12 39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	b11 25 39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7 1 39

FOREIGN LANGUAGE

Title	Mins.	Stars			See Issue of
Champs-Elysees (D)	89	Sacha Guitry	(A)	Tri-Nat	b3 4/39
Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4 15 39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5 6 39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11 25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	Juno	b4 24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2 10 40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Stuffie	Swell	11	3/ 9/40
What Your I.Q.?	Good	7½	3/ 9/40
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies	A Home	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECT			
Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest		9	Not Rev.
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Busy Little Ants		7	Not Rev.
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
Windward, Ho!		10	Not Rev.
POPEYE (12)			
Females Is Fickle		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
STONE AGE CARTOONS (12)			
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5 14 38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12 10 38
Pack Trip	Excellent	9	8 26 39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Satisfactory	10	4 22 39
Swinguet	Unusual	9	7/22 39
Submarine Circus	Very Interesting	10	10/ 1/38
Television	Fair	9	5/ 6/39
Trans America	Fair Preview	10	10/22/38
World of Tomorrow	Very Good	10	7/15/39
Zeo		9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)

Officer Duck	A Scream	8	9/16/39

EDGAR KENNEDY (6)

Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.

INFORMATION PLEASE (13)

No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40

LEON ERROL (6)

Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39

MARCH OF TIME (13)

Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
Canada at War	Interesting	18	3/ 9/40

RADIO FLASH (8)

Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinceuplets		20	Not Rev.

RAY WHITLEY (8)

Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39

REELISMS (13)

Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39

SPORTSCOPES (13)

Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39

FASHION FORECASTS (4) (Tech.)

Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38

LEW LEHR'S KINDERGARTEN (6)

Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.

MAGIC CARPET OF MOVIETONE (6)

Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.

TERRYTOONS (26) SIX IN TECH.

Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Owl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)

Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12/ 9/39

DRIBBLE PUSS PARADE—LEW LEHR (6)

Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39

FASHION FORECASTS (4) (Tech.)

For Going Places	Natural For Women	10	9/23/39
For Play Hours	Excellent	10	2/24/40

MAGIC CARPET OF MOVIETONE (6)

Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39

SPORTS REVIEWS—THORGERSEN (6)

Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following The Hounds	Outstanding	10	2/24/40
Top Notch Tennis	Good	10	2/24/40

TERRYTOONS (26) (10 in Tech.)

All's Well That Ends Well		7	Not Rev.
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Much Ado About Nothing		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)

Arabian Bazaar	Interesting	11	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39

MENTONE MUSICALS (13)

Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39

STRANGER THAN FICTION (13)

No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39

WALTER LANTZ CARTUNES (26)

Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Nuts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

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CARTUNES (13) WALTER LANTZ (Tech.)

A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.		8	Not Rev.

GOING PLACES (15)

No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.

MUSICALS (13)

Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
International Revels		18	Not Rev.
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39

SPECIAL SUBJECT (1)

March of Freedom	Well Done	20	5/20/39

STRANGER THAN FICTION (15)

No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

VITAPHONE-WARNER 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1 39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	8/12/39
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Club on the Air	Okay	10	4/ 1/39
Artie Shaw	For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapaloo	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Sho Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Lives in Peril		12	Not Rev.
Minute From Death		12	Not Rev.

VITAPHONE-WARNER (Cont.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (Cont.)			
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2.17/40
Men Wanted		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky		7	Not Rev.
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2 24 40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Carl Hoff		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Gems of the Orient (Modern)	Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11 39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40

SERIALS 1939-40 (Cont.)

	Number of Chapters	Reviewed Issue of
SERIALS 1939-40 (Cont.)		
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8 19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24 40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8 12 39

CLASSIFIED ADVERTISING

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Will pay cash for theatre in town of 5000 or less ANYWHERE. H. Kermit Sumner, Joy Theatre, Taylorsville, Ky.

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SHOWMEN'S TRADE REVIEW

FILE

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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FRANK DONOVAN

Vol. 32 No. 9

March 23
1940

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CENTRAL CIRCULATION RECORD
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JUL 1940
COPY

"NORTHWEST PASSAGE"
HELD OVER 3rd WEEK!
at the big Capitol, N. Y.

Yes, indeed—
March came in
like an M-G-M Lion
bringing a worthy
successor to
"Gone With The
Wind" at the
Capitol Theatre.
And now they're
packing Broadway's
big show-shop
all over again!
It's a Hold-Over
picture if ever
there was one
because Tom tells
Dick and Dick tells
Harry and every-
body flocks over
to enjoy the
Technicolorful
Thrills! Have you
arranged for
Extra Time yet?



"NORTHWEST PASSAGE" *(Book 1—Rogers' Rangers)* in Technicolor • Starring **SPENCER TRACY** with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton Screen Play by Laurence Stallings and Talbot Jennings Based on the Novel by Kenneth Roberts • Directed by King Vidor • Produced by Hunt Stromberg • An M-G-M Picture

The Editorial Page

"Virginia City"

On Wednesday, March 13, the Warner Brothers advertising department took a group of newspaper and trade-paper men to Reno and Virginia City, Nevada, where they joined up with a sixteen car special train from Hollywood and witnessed the fanfare and ceremonies in connection with WB's current release, "Virginia City."

Almost a year ago to the day, a similar junket was engineered by the same company to give proper emphasis to the picture "Dodge City" in the town of that name in Iowa. The results have made pleasant history for the company and the theatres playing that picture.

Undoubtedly, the cost of such parties must run into terrific figures but far over-shadowing the cost is the resulting publicity derived from these elaborate premieres. Even the Warners probably never knew how much free space—and there was plenty of it on the front page and in the pictorial sections too—they grabbed off through this idea of bringing the news men right out to the very site of the excitement and letting their imaginations run wild with stories and pictures of the opening plus reams of "local color" stuff which magazine and newspaper readers literally eat up.

Reduced to cold figures the statement would probably show that Warners had bought that free space at a ridiculously low price and as an extra dividend won a wealth of goodwill from the press representatives who went as guests to the premieres.

Since "Virginia City," like "Dodge City," is a good boxoffice picture, it is safe to assume that the latest trek across country will do the picture a terrific amount of good throughout its run and if it does not come up to or exceed the grosses of "Dodge City," (one of last year's biggest profit pictures for the theatres), then it will not be the fault of its sponsors who gave it every advantage and created interest among millions of potential movie fans through the space given by the lavishly entertained members of the "travelling" press.

As one of the travellers so cutely phrased it: . . . "we jackassed three thousand miles for a ham sandwich and a movie show but by golly it was worth it." A tired but happy group responded with proper, "amens."

△ △ △

A Finish Fight

No other interpretation of Assistant Attorney General Thurman Arnold's statement can be arrived at other than the straightforward fact that the government suit will not be settled but will go to trial and through that medium arrive at the answer to what the Justice Department is trying to achieve.

Obviously, the settlement route would have been better for all concerned and we include the government in that "all." But speaking from the industry side of the issues involved, and without trying to try the case in this column, we would much prefer the setttlement angle to the trial.

This is not said because of any fears of the outcome. We do not intend to pass judgment on the various issues involved. But from the standpoint of peace and the savings of huge sums in legal fees, it would seem far more desirable than fighting it out for the next few years only to arrive at something that could best be arrived at now, quietly, peacefully and with a minimum of friction between industry factions and the government, too.

△ △ △

Republic Marches On

It is gratifying to note the rapidly expanding business of Republic under Jimmie Grainger's magnificent selling efforts. Republic has more than doubled its accounts during the past few years.

We doubt whether anyone in this industry would believe such gains could be possible without the product improving tremendously. And those who have watched the pictures coming from this progressive and wide-awake outfit must concede that the quality of the product has kept pace with the expansion of its business.

Maybe we have put the cart before the horse and in the final analysis the product improved first and the business followed it. But expressed in any manner you please, the answer remains the same.

Republic has not only marched forward with rapid strides but is continuing the march to even greater heights. We congratulate an alert organization for a magnificent job efficiently and intelligently done.

△ △ △

Headquarters in Dallas

From Bob O'Donnell's Variety Club Tent in Dallas we learn that so many industry executives have pledged their attendance at the national convention in April, that more business can and will be transacted during the three days of the meeting than could be accomplished anywhere else.

In which event we can only suggest that the rest of the industry shut down for those three days and move on to Dallas. There you can iron out the rough edges of your deals and over a cup of coffee (?) make an attempt for some adjustment of your film contracts.

If all your efforts fail you can still have a hell of a good time and charge the expenses off to "relaxation" or sumpin'.

—*"CHICK" LEWIS*

Ullman Named RKO Producer

Donovan Becomes V.P. Pathe News; Walter Ament Promoted

In line with his policy of development of manpower from within the organization, George J. Schaefer, president of RKO, announced last week the appointment of Frederic Ullman, Jr. to a producership post at the company's Hollywood studio. Ullman has served RKO Pathe News for the last three years as vice-president and general manager.



Fred Ullman, Jr.

Frank Donovan, who has worked under Ullman as production manager, was elected vice-president. Walter Ament, who two years ago took over the editorial duties at RKO Pathe becomes general manager and editor of the News.

Ullman leaves New York on April 1 to assume his new duties in Hollywood. There he will work under Lee Marcus, executive producer. Ned E. Depinet will continue as president of the company with Donovan and Ament under him.

Rocky Mountain Exhibitors To Convene on March 30

Denver — Annual convention of Theatre Owners and Managers of the Rocky Mountain Region, Inc., will be held here March 30, it has been announced by President Charles R. Gilmour. At the same time, the Denver Screen Club will mark Founders Day with a banquet and midnight show.

Philly Trust Suit Hits Clearance

WB Zoning and Clearance Schedule Declared Arbitrary

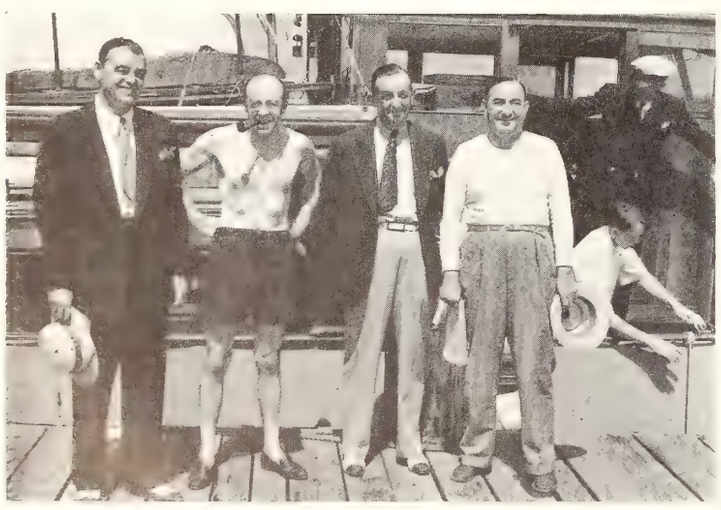
Philadelphia — Alleging violation of the Clayton and Sherman acts, another anti-trust suit was filed this week by M. F. S. Corp., Rialto Theatre Co. and Affiliated Theatres Circuit, Inc., against Warner Bros. Pictures, Inc., Warner Bros. Circuit Management Corp., Warner Bros. Theatres, Inc., Vitagraph, Inc., Paramount Pictures, Inc., Paramount Pictures Distributing Co., Inc., RKO Radio Pictures, Inc., Loew's, Inc., 20th Century-Fox Film Corp., Columbia Pictures Corp., Universal Film Exchanges, Inc., and United Artists Corp.

Seeking the usual injunctive restraints concerning alleged discrimination, the plaintiff also asked that the defendants be restrained from adopting as established practice the "illegal and arbitrary zoning and clearance schedule prepared by . . . Warner Bros., Inc., for the purpose of giving preferential treatment on charges for film rental and priority of exhibition to the theatres operated or controlled by Warner Brothers Pictures, Inc., through its wholly owned or controlled subsidiaries."

The M. F. S. Corp. asks damages of $50,000, while the Rialto Theatre Co. seeks damages of $60,000, together with costs. The Stanley Warner, Orpheum, Colonial, Germantown, Sedgwick, Bromley and Grange, as well as the plaintiff's Walton and Rialto, are located in the area in which the clearance situation is the basis of the suit.

"Pinocchio," "Christian" Coupled in Chicago

Chicago—"Pinocchio" and "Courageous Dr. Christian" opened here this week at the Palace on a double bill at no advance in prices.



Here's a quartet of film executives on vacation in the Bahamas. Left to right, they are Tom Connors, Eastern and Southern sales manager for MGM, Stanton Griffis, chairman of the Executive Committee of Paramount, C. E. Kessnich, Southern District manager for MGM and E. V. Richards, head of the Saenger Circuit. The latter is said to have made his deal for "Gone With The Wind" on the expedition of which this is the start—from Nassau to Cat Cay.

SILVER ANNIVERSARY



Walter Hyland

The gent whose picture you see on the left is Walter Hyland, chief booker of Universal's Chicago exchange. He's celebrating his 25th anniversary with the company next month, and the exchange is running a date drive in his honor, to which the response so far is tremendous, according to reports, so great is Hyland's acquaintance in exhibitor circles in the Windy City and the territory thereabouts. STR joins in congratulating him on his long record. Walter's record is unique, since there are few men in the industry who have to their credit 25 years of service with only one company.

Korda May Produce Here and Abroad

Would Make 2 Pix in Hollywood, 2 in London

Alexander Korda plans to divide his production activities between Hollywood and London, it is reported, following completion of added scenes for "The Thief of Bagdad." According to the proposed plans, Korda will make two pictures in Hollywood and two in London, with the first domestic production scheduled to be "Gone to Earth," co-starring Vivien Leigh and Laurence Olivier.

Korda is scheduled to go to Hollywood some time within the week, after which he will return to London for a brief stay. Later, according to reports, he will come back to Hollywood to begin his first production. Morris Helprin, Korda's press representative, will accompany him to the Coast and act as a production assistant, it is said.

South American Biz Good, Say Zukor, Hicks

Returning this week from a nine-week tour of South American countries, Adolph Zukor, chairman of the board of Paramount, and John W. Hicks, vice-president in charge of the foreign department, expressed optimism over the business prospects in the southern continent. Theatre business and distribution grosses are running well ahead of last year, Hicks said. Zukor stated that South Americans were particularly fond of musical productions.

Chi GWTW Record to Hit 500,000 by Easter

Chicago — Attendance for "Gone With the Wind" is expected to hit the half million mark here by Easter. During the past eight weeks, it has been seen by 425,000 persons, exceeding all records for a single production.

Hope Fades for Exhibit at Fair

Lack of Time Would Prevent Showing Right Kind of Show

Following a meeting of major company executives at the Hays office last week, possibilities of a motion picture exhibit at the New York World's Fair this year dwindled. Lack of time, it was indicated following the session, would prevent the industry from presenting the right kind of show. Although proponents of the move were still hopeful, it was regarded by some that the exhibit was out.

"Merry Wives", Czech Feature To Be Released

Edgar E. Lloyd, 11 West 42nd Street, New York, announces the forthcoming release of "The Merry Wives" (formerly titled "The Maidens' Guild of Kutna Hora"), a Czecho-Slovak historic feature, the cast of which is said to include Europe's most beautiful women. It was completed in the last days of the Czecho-Slovak Republic. The picture received a first-prize award at the 1938 Venice International Film Biennale. Charles Clement Jahrblum, who wrote the English titles for "Harvest" and edited the "Baker's Wife," is now editing and titling Lloyd's feature for American presentation.

FRANK DONOVAN

(The Man on the Cover)

He was elected this week vice-president of Pathe News, replacing Frederic Ullman, Jr., who will go to the coast as a producer. Donovan has been production manager of the newsreel and RKO Pathe short subjects under Ullman for several years.

SHOWMEN'S Trade Review
Vol. 32, No. 9 March 23, 1940
Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879.
Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.
Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Kennedy's Corner

RCA announces that there'll be regular television broadcasts for the home, so the thing that has been talked about for years is just around the corner. Fact that the New York and Philadelphia area is to be the first to get extensive service will make a lot of exhibitors in other sections of the land glad they're not running theatres in this sector. But how much of a dent the pictures that fly through the air will put in theatre attendance remains to be proved. Whenever we hear picture people get glibly gloomy about what television will do to the box offices, think of a showman who was pretty good in his day. He used to complain that radio only let you get voices into the home and lamented he couldn't send pictures as well as sound. He did a right nice business at his stand up there on Broadway, and his name is still in lights in the sector, as you are well aware every time you get within eye-sight of the Roxy Theatre. Roxy used radio to build up a big following for himself, his "gang" and his theatre. His absolute conviction that nothing could be better than a good show in a well-run showhouse was something that might well be more prevalent in a day when the disposition seems to be all too much on the side of pessimism and a willingness to cut prices, run double or triple features and give away prizes every time there's a bit of a slump in business.

VARIETY CLUB CONVENTION NOTES

Dallas, Texas, April 18, 19 and 20

Major Gordon William Lillie, "Pawnee Bill" to you, will take an active part in the Frontier Frolic and Mexican Fiesta celebration. "Pawnee Bill" will be one of the guests of honor, who will sit on the dais at the banquet.

* * *

Bob Hope, famous star of the stage, screen and radio, has definitely accepted Bob O'Donnell's invitation to be Master of Ceremonies at the formal banquet at the National Variety Club Convention.

* * *

Father Flanagan, Boys Town famed leader, who was awarded the Variety Club Humanitarian Award for 1939, will also be present at the Convention and will be the personal guest of Ed. Solon, Chairman of the Executive Finance Committee for the Convention.

* * *

Miss Martha Berry, founder and director of the Berry School at Mt. Berry, Georgia, who has been selected to receive the Variety Club Humanitarian Award for 1940 by a committee of 34 nationally prominent newspaper and magazine publishers, will also be one of the guests of honor, and will be presented a special plaque at the formal banquet.

* * *

Variety Club champions from ten cities will tee off in the golf tournament to determine the National Champ of all Tents. Since most of the visitors are confirmed (or infirmed) golfers it is safe to predict that this phase of the entertaining portion of the convention will prove to be quite an inducement.

College Editors Attend Preview

View "Johnny Apollo" In Ossining...Guests of 20th Fox

Thirty editors of college newspapers and trade paper men were guests of 20th Century-Fox at Ossining last Friday night for a sneak preview of "Johnny Apollo," forthcoming 20th-Fox feature. The picture was sprung on the audience as a complete surprise.

The college editors were invited because the picture depicts a college man, who quits college because his father is convicted of embezzlement. The boy subsequently goes to prison himself. The college editors each gave the picture wide publicity in their home towns. Exhibitors in college towns can use quotes from the editors in their campaigns on the picture. Here is the list of college editors who attended:

Robert Adams, Pitt News; W. H. Atwood, Daily Princetonian; Albert W. Bloom, Duquesne Duke; Robert Benchley, Jr., Harvard Lampoon; Thomas W. Braden, Jr., The Dartmouth; Douglas Campbell, Yale Record; A. V. Cullen, Jr., Boston College Heights; Raymond F. Curran, Brown Daily Herald; Russell Eck, Penn State Collegian; John Robbins, Harvard Crimson; Sid Govenar, Boston University News; Larry Hart, N.Y.U. Heights News; Guy Henle, Swarthmore Phoenix; H. M. Hughes, Princeton Tiger; J. C. Jaqua, Jr., Cornell Daily Sun; John Keating, Manhattan Quadrangle; Bernard Lebovitz, Carnegie Tartan; Ariel Margulies, C.C. N.Y. Campus; Thomas Meeker, Wesleyan Argus; Howard A. Morrison, (M.I.T.) Tech; Andrew Newman, The Lafayette; Lawrence Pelletier, Union Concordiensis; Harold Pottle, Bowdoin Orient; Charles H. Prout, Rutgers Targum; John F. Roberts, Colgate Maroon; Robert Tully, Williams Record; Bill Ward, Fordham Ram; Dick Wilbur, Amherst Student; Francis A. Young, Jr., Holy Cross Tomahawk; Barry Zorthian, Yale Daily News.

Warners to Fight If IATSE Strikes

Assert Pulling Operators and Stagehands Would be Illegal

Philadelphia—Holding to their position that Warner Theatres has no dispute with either the musicians or the IATSE and that therefore any attempt by IA to pull operators and stagehands from theatres as a sympathy move because of the non-musician policy now in effect in all houses would be illegal, Warners are ready to contest such action in the Courts on the grounds of desertion, it was reported here this week.

Certainly it is within the rights of a theatre chain, a Warner executive pointed out, to dispense with musicians so long as no stage presentations are being used. Warners will continue the non-stage policy, it was asserted, so long as the union insist on the chain using musicians where they were not needed. This was the reason for dropping musicians in December.

Rumors in Washington were to the effect that IATSE's intervention in the Warner-musicians dispute might receive the scrutiny of the Department of Justice.

Long Runs In Chi Jam Product

"GWTW" and 4 Weeks of "Passage" Aggravate Squeeze

The product jam in Chicago, due to extended runs, has become increasingly serious with many top features on the shelves awaiting a Loop showing, and outlying theatres threatened with a serious shortage of product when in a few weeks clearance schedules would normally bring them a flow of pictures.

The Wood and the Oriental, two Loop theatres, are still tied up with "Gone With The Wind," which is expected to run for another month. "Northwest Passage" at the B&K United Artists has been held for a fourth week putting over the opening of "Young Tom Edison" until this week. Two MGM features are awaiting release. Warner Bros. has three features awaiting Loop showing. United Artists is also holding "Rebecca" for a Loop booking and Columbia is seeking a first run for "Too Many Husbands." Paramount has three pictures scheduled for opening at the B&K Chicago Theatre, each of which is scheduled for two weeks.

Important Dates

March 25: MPPDA annual meeting, Hays office.

March 30: Theatre Owners and Managers of the Rocky Mountain Region convention, Denver.

March 30: Denver Screen Club Founders Day banquet and midnight show.

April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.

April 5-6: Second annual Chicago Visual Education Forum, Morrison Hotel.

April 17: Wilmington Better Films Council annual luncheon.

April 18-20: National convention Variety Clubs of America, Dallas, Texas.

April 21: AAAA Ball, Waldorf-Astoria.

April 18-25: Will Rogers National Theatre Week.

April 22-25: SMPE Spring Convention, Chalfonte-Haddon-Hall Hotel, Atlantic City.

May 8-10: Pacific Coast Conference convention, Los Angeles.

W. Pa. MPTO Opposes Accessories Combine

In a resolution adopted at its last general meeting, MPTO of Western Pennsylvania, Inc., went on record as opposed to the practice of having all film advertising and accessories being distributed through one company. "These exhibitors are of the opinion," the resolution states, "that a grievous and monopolistic situation can be the only result. . . ."

Dick Kirschbaum's Korner



20,000 Acclaim "Virginia City"

Piper's Opera House Scene of Gala Premiere; Parade in Reno

Virginia City, Nev.—More than 20,000 persons overflowed this small town last Saturday to witness the world premiere of the Warner Bros. picture named after it. Excitement equal to that depicted in the picture gripped the town as all the glamor of Hollywood took it over.

The festivities started in Reno where trains bearing newspaper and tradepaper men from New York, and Warner Bros. stars and studio officials from Hollywood, met with loud huzzahs. The greetings over, the motion picture industry took over Virginia City with a parade in which the marchers were costumed in the regalia of a by-gone era. Thousands lined the streets and cheered as the glamor parade marched by. Five state Governors were among those who reviewed the gorgeous affair.

Old Piper's Opera House in Virginia City seemed about ready to collapse from the tremendous strains to which it was put. The natives never saw anything like it, with the possible exception of one or two who might have been alive in the days of the excitement seen in the picture.

Twin City Unit Mulls 10c Mats, 16mm. Films

Minneapolis — The Twin City Allied unit here this week discussed the recent recommendation of the Minneapolis grand jury that a 10-cent admission price for children up to 18 years of age be fixed for Saturday afternoons. No action was taken on the matter, pending conferences of a committee appointed at the meeting with the Minnesota Amusement Co. Also receiving consideration was the appointment of a fact-finding committee to check on city ordinances regarding the showing of 16 mm. films, whether or not they are considered as coming under entertainment license regulations.



Enroute to California, Charles L. Casanave, vice president and general manager of Advertising Accessories, Inc., stopped in Chicago with his party to have their pictures taken. Left to right they are: E. E. Pearlman, secretary and comptroller of National Screen Service; Mrs. Pearlman; Arthur Aranson, Los Angeles advertising executive; Casanave; Samuel Spring, general counsel for National Screen Service; Mrs. Casanave; Charles Spaulding, assistant to Casanave.

Explains Neely Amendments

Co-operative's McGuire Denies They Call for Stricter Control; Urges Neely Bill Defeat

Co-operative Theatres of Michigan this week made a detailed explanation of its proposed amendments to the Neely Bill. In a letter explaining the organization's ideas, Tom McGuire, its Public Relations Director, denied that the amendments call for a stricter control by the government than the present bill. A complaint to the local district attorney would suffice to cause an investigation which would be dropped if there were no cause for complaint, he said.

"Everyone interested in defeating the present Neely Bill, producer, distributor and exhibitor alike, had better make their feelings known to their Congressman at once," says McGuire. "The volume of 'yes' mail, telegrams and petitions in the hands of Congressmen when I was in Washington in February, especially those sent to the Committee now holding the bill and which will hold the public hearings thereon within the next week or so (following the transportation hearings) far outnumber the 'no' expressions."

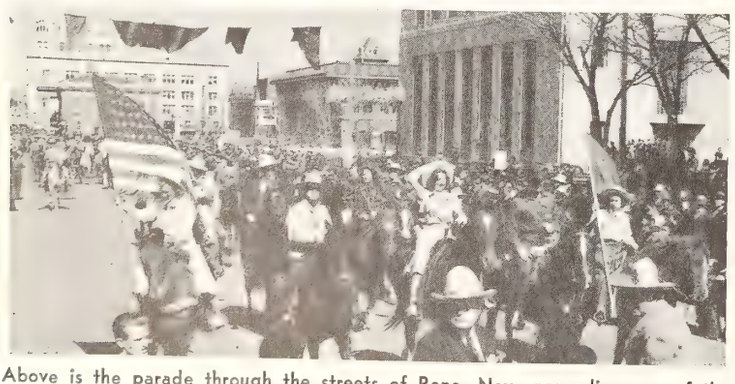
The suggested amendments are as follows:

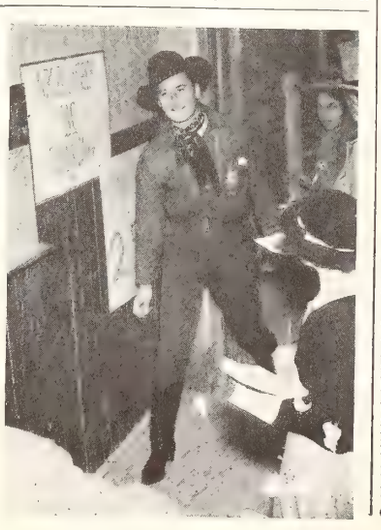
Section 3. A mandatory provision that all disputes on contracts, over-buying, clearance, etc., be submitted to a fair arbitration board to be set up locally. This board to be comprised as set forth in the final drafts of the "Code" or as "Allied" suggested recently, but in any event, equitable to all concerned, with the deciding vote always in the hands of an outsider or a neutral. This would still allow the right, granted under the Constitution, of appeal to the Federal District Court.

Section 4. (a) A mandatory 20 to 25 per cent elimination or cancellation clause on all "block-booking" contracts; (b) Prohibition of "forcing" of shorts, Newsreels, trailers, and re-issues; (c) Prohibition against "forced" *selected playing time* on percentage pictures; (d) Prohibition against distributors charging "score charges"; (e) A provision providing "identification" of pictures contracted for, to eliminate, reasonably, "blind buying"; (f) Provide for cancellation by producers of parts of "blocks," not to affect exhibitor's cancellation percentage arrived at numerically originally.

"One Million B. C." to Have Louisville Premiere

Because D. W. Griffith is a native of Louisville, that city has been chosen for the world premiere of "One Million B. C.," scheduled to take place there April 5. Under present plans, newspaper men and critics will be taken to Kentucky for the event.





Above is the parade through the streets of Reno, Nev., preceding one of the twin premieres of Warner Bros.' "Virginia City." Errol Flynn is riding at the head, followed by Guy Kibbee, Mary Astor and Rosemary Lane. S. Charles Einfeld, director of advertising and publicity, is at the lower right in white sombrero. At the right is Errol Flynn entering the Opera House in Virginia City. Yes, he was there.

Execs Testify in Equity Suit Quiz

Col., Univ., UA Reported Cold to Consent Move

Answering the Government charge that major distributors have divided the U. S. territory among themselves, Spyros Skouras, at an examination this week in conjunction with the current New York equity action, asserted that National Theatres was in competition with every other affiliated theatre company. In response to questions directed by Special Assistant Attorney General Robert L. Wright, he enumerated a large number of cities where National Theatres compete with other majors.

Dominating the proceedings, Skouras was completely at ease and eager to answer, often over the objection of his attorney. He contended that his company will not invade territories where other exhibitors have developed their business over a long period of time. In purchasing film, he said, it has been found that his company pays more than the former owner.

At an examination Monday, Joseph M. Schenck, board chairman of 20th Century-Fox, told Wright that the ability of a company to exploit a picture is the very last consideration of 20th-Fox in loaning that company a star. His statement was in answer to Wright's inference that the major companies as a matter of policy will not loan stars to independents lacking financial needs.

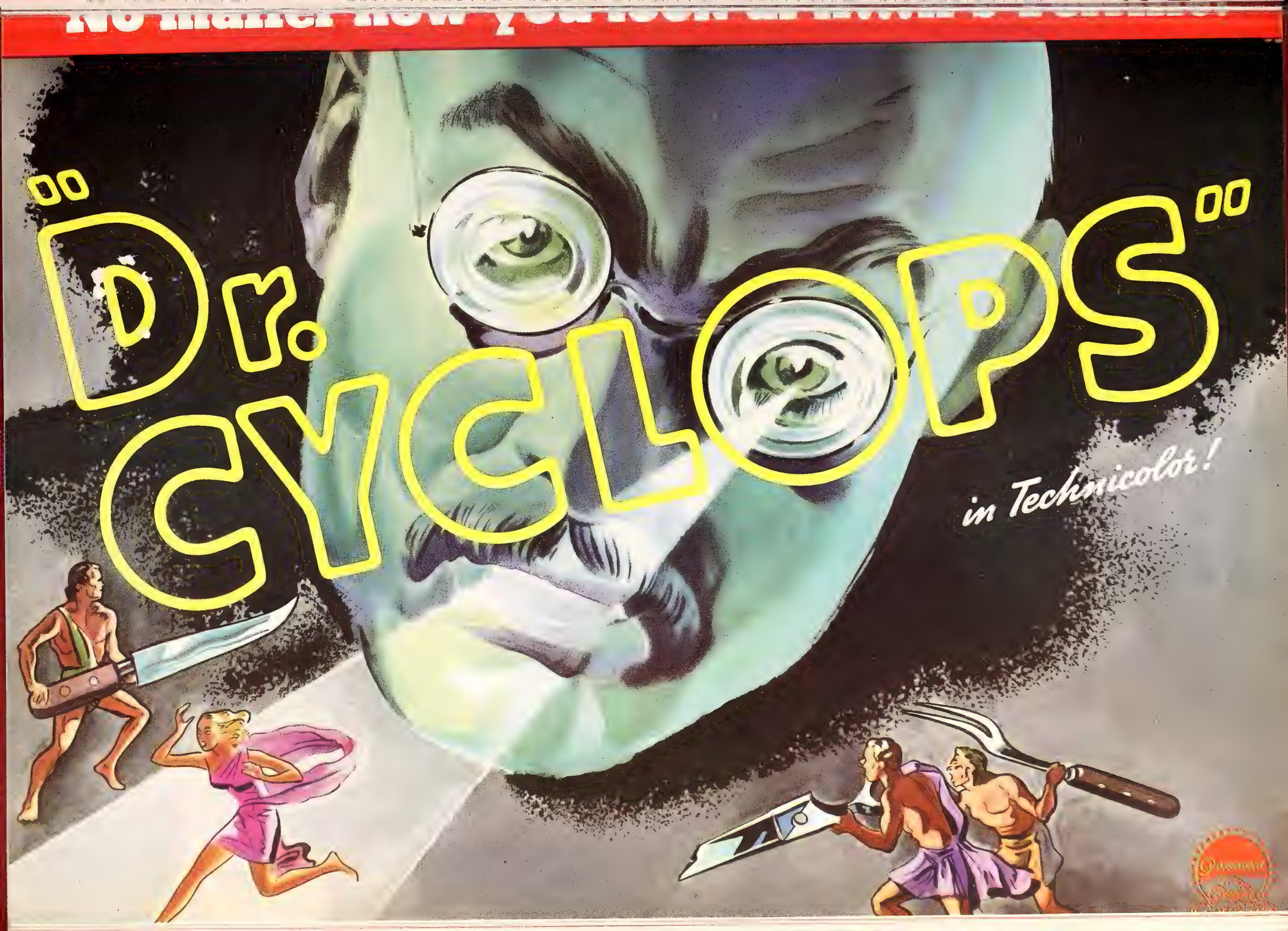
Rarely does his company loan stars, Schenck said, doing so only when the star is anxious to play a certain part. The main consideration, he continued, is the "setup" of the picture, such as the director, the story and the part to be played.

Meanwhile, it was learned last weekend that Columbia, as if in answer to the possibility of a pre-trial settlement, asserted that Columbia would not be a party to a consent decree and that, having been brought into the action as a defendant, will "see the equity action through to the finish." Both Universal and United Artists were also reported cold to the consent move.

The D of J has dropped its efforts to take depositions of witnesses on the Coast, it was announced late last week.

See Move to End Chicago Triple Bills

Chicago—Because the triple feature problem here is giving local exhibitors much concern, it is expected that a determined effort will be made shortly to wipe out the evil. The latest twist to the situation is that many operators who have substituted triples for doubles have rearranged their schedules so that there is a cut, but no increase in the number of films played during a given week. At one theatre, for example, a triple bill plays a full week, whereas double bills were changed twice a week.


"Dr. CYCLOPS"
in Technicolor!

Half a dozen proofs why PARAMOUNT'S "Dr. CYCLOPS" will give your theatre that magic shot in the arm that spells healthy box office!





A beautiful young woman shrunk to infant's size, yet possessed of every normal function. It's a brand new thrill for the screen and for the box office!



Watch the cash customers gasp as Dr. Cyclops, in his jungle labora tory, traps four victims... and with his new radium formula, shrink them to 14 pitiful inches—the size of a child's doll!



Sell 'em shocks and thrills when an ordinary house cat becomes a ferocious monster to the helpless little people!



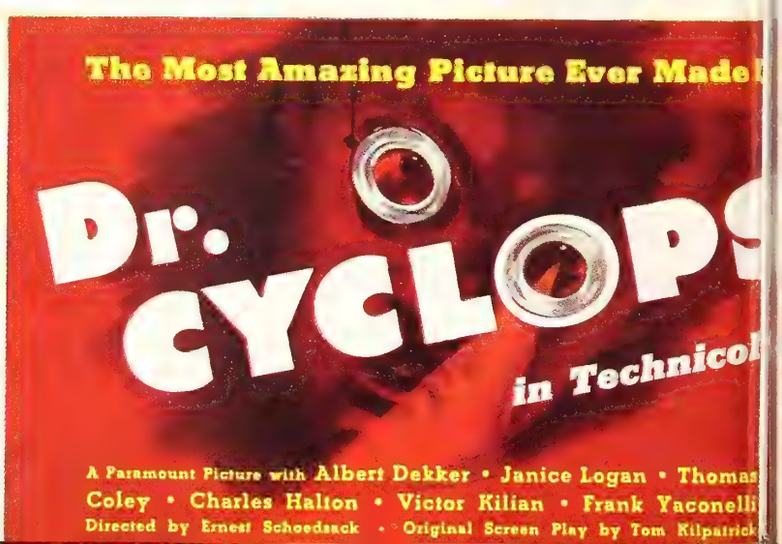
Wait'll they see the maddened Dr. Cyclops attack his pygmy-like victims with a deadly shovel... they'll yell out loud!



A pet alligator becomes a huge, hideous an deadly enemy. An amazing effect, achieve for the first time, and in Technicolor!



Dr. Cyclops' victims, maddened at the results of their size reduction, attack the gigantic scientist. A scene packed with enough suspense to make anyone sit on the edge of his seat and cheer!



Selling the Picture

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Abe Lincoln in Illinois	Mar. 2
Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Earl of Chicago	Jan. 6
Fighting 69th	Jan. 27
First Love	Nov. 11
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
House Across the Bay	Mar. 9
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
It's a Date	Mar. 16
Joe and Ethel Turp Call On The President	Dec. 9
My Little Chickadee	Feb. 24
Ninotchka	Nov. 4
Northwest Passage	Feb. 24
Primrose Path	This Issue
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Strange Cargo	Mar. 16
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Too Many Husbands	This Issue
Vigil in the Night	Feb. 17

Showmen's Parade

JOE BLOWITZ, veteran Warner Bros. manager, has been reassigned to the Squirrel Hill Theatre in Pittsburgh, succeeding ALLEN S. DAVIS, resigned.

L. H. GARDNER, booking chief of United Detroit Theatres, has taken a leave of absence because of ill health HAROLD BROWN will take the booking post and DOW THOMPSON, manager of the Broadway Capitol, will be his assistant. RUFUS SHEPERD, manager of the Vogue, will manage the Broadway Capitol and JAMES EASSON moves from the Alger to replace SHEPERD. JAMES BONNINO, assistant at the Palms-State, is promoted to the managership of the Alger and FOREST MOUNTZ, second assistant at the Palms-State, moved up to BONNINO'S place.

HAROLD HELLERICH has resigned his post with the Ralph Goldberg Independent Theatres in Omaha to go to a new theatre venture in Montana.

LUTHER WORLEY, former assistant manager of the Variety Theatre, Peoria, Ill., will manage the Palace and Sunset Theatres, Chillcothe, Ill., sold by FRANK J. ROLAN to the Kersotes Bros. Circuit.

HARRY H. GOLDSMITH, manager of two Schine neighborhood theatres in Buffalo, has been promoted to district manager for Western New York, with headquarters at the Granada.

LOU BRAY, formerly in Brownwood, Texas, for the Interstate Circuit, is now city manager of the houses in Wichita Falls. OSCAR DOOLEY, formerly in Waco, moves over to Brownwood. BRAY succeeds GEORGE WATSON, now regional manager of the Valley Theatres.

Splendid Campaign Heralds an Opening

Tabloid Newspaper Section, Queen And Court, American Legion Band, Aid Ceremonies for Towers Theatre

THE campaign for opening a theatre is just about the most important of all, for on it hinges whether the opening goes over with a bang or just incites mild interest. First impressions are always lasting, it has been said, and that is true when applied to the theatreman who wants to make a definite favorable impression with his new theatre.

Realizing this, and believing other exhibitors would be interested in what he did to sell the opening of the new Towers Theatre in Camden, N. J., Larry Ruch manager of the Liberty and Broadway Theatres and in charge of advertising with Martin B. Ellis, general manager of the Ellis independent theatres in Camden, has forwarded us details of his campaign. The theatre had been closed for eight years and was purchased by A. M. Ellis, who remodeled it and opened it last December.

Newspaper stories appeared announcing the sale, after which other stories came telling of the $150,000 to be spent on rebuilding. There were also stories of the work as it progressed.

Invitations to Notables

Two weeks in advance of the opening, engraved invitations were sent to 2,000 notables in Camden and surrounding territory. The Mayor issued a proclamation designating opening week as "Towers Week" in Camden and South Jersey. An enlarged invitation was presented to the Mayor, and stories and art to this effect appeared in the morning and evening newspapers.

Fifty 24-sheet posters were posted along all roads leading into Camden 15 days in advance.

A local newspaper assisted in choosing a Queen from the high schools, the Queen and her court acting as sponsors at the opening ceremonies. This resulted in stories and art.

Fifty thousand eight-page tabloid newspapers featuring the complete history of the Towers were distributed. The newspaper teaser campaign started ten days in advance. Spot announcements were made over the radio. Since the house is principally "flesh," stories and art broke well in advance concerning some of the acts that had been booked to play there. Ten thousand souvenir programs paid for entirely by cooperative ads, were distributed.

In preparation for the opening, the theatre and street were decorated with flags. Two nights in advance, the City Commissioner Director of Public Safety inspected the house and cut ribbons holding covers over the poster frames.

On the afternoon of the opening, the American Legion band provided music while the Mayor raised a flag to the top of the building. With reporters and photographers present, the event received a big play in the newspapers.

That night the street was completely floodlighted and decorated. After the show, a midnight supper was served to over 600 guests. The theatre orchestra played in the ballroom over the lobby for the supper and for dancing afterwards.

If you are about to open a new theatre, or one which has been remodeled, you surely can find enough hints in this campaign by Ruch to aid you in making your own just as effective.

Varied Campaign Arranged for Bridgeport Promotion of Picture

Matt Saunders of Loew's Poli Theatre, Bridgeport, Connecticut, didn't overlook a bet in bringing to the attention of his city the opening of "The Hunchback of Notre Dame."

The highlight of his campaign was a fifteen-foot cut-out figure of the "Hunchback" on the marquee, illuminated at night by means of a "blinker light." Other features included 24 sheet posters in prominent downtown locations; spot radio announcements, a tie-in with the various book shops featuring the Victor Hugo classic and an elaborate entrance display in the Public Library.

"If Cashier Fails to Smile—"

Something that caused plenty of comment took place recently in Los Angeles when "Smile Week" was inaugurated at the Larchmont Theatre. Designed to focus attention on the forthcoming engagement of "Swanee River," the stunt was highlighted by a sign on the box office, which read: "If the cashier fails to smile, you will be presented with two guest tickets to see 'Swanee River,' etc."



Monogram Tieup on "Arizona"

Thousands of these tie-up stills are being distributed by Whitman salesmen to dealers handling their product in a coast to coast tieup on Monogram's "The Gentleman From Arizona." Playdates are furnished by Monogram to tie in with engagements of the feature.



Too Many Husbands



An SHOWMANALYSIS (REG. U. S. PAT. OFF.)

In Which the Skeptical Exhibitor Discovers It Has Many Sales Angles

"HELLO, is this Mr. Skeptical Exhibitor?"

"Yeah, whaddaya want?"

"This is SHOWMEN'S TRADE REVIEW. We want to give you our idea of a swell selling campaign."

"For what?"

"For 'Too Many Husbands,' a Columbia picture, starring Jean Arthur, Fred MacMurray and Melvyn Douglas."

"Sounds good."

"That's just it. It's got a swell title, hasn't it? And couldn't you do something with those names?"

"I certainly could. Jean Arthur was a big hit here in 'Mr. Smith Goes to Washington.' She brought the house down. And that fellow MacMurray,—say, he's more popular than ever since 'Remember the Night.' And come to think of it, Melvyn Douglas has 'Ninotchka' to his credit."

"That's the idea. You've got it. And remember this is Leap—"

"Say! With that title in Leap Year, I can do things. If Jean Arthur gets two husbands in 'Too Many Husbands,' I mean—Oh, well, you get the idea."

"Well, don't interrupt me. Are you pretty friendly with your newspaper?"

"It's gotta be good."

"This is a honey. There's a five column strip titled 'How to make proper advances to your boss.' The captions are—"

"Hey, get me that will ya?"

"Hold on, now, I'm not finished. There's a four-day contest which puts over the comedy angle to perfection. On four successive days, you get that newspaper friend of yours to run a cut of a comedy scene from the picture. Each one has a line it—"

"I know, and the contestants have to give the answer. The people in this go for that one. I've got it written down. What else have you got?"

"Plenty more, if I have time. While we're on the phone it occurs to me that you have unlimited service, haven't you. Well, get an empty store window, have two phones connected, put a couple of attractive girls in the window, and have them phone everybody in town. Besides, the store window gives you a chance to have a sign stating, 'The whole town's talking about 'Too Many Husbands.' "

"Say, that's a good gag. And why can't I use teaser cards all over town that day,—'Have you heard about the girl with Too Many Husbands?' And by the way, haven't I heard something about a bill like that in Albany?"

"You sure have. You can get editorial comment about that, too. It's a bill to prevent a gal from collecting alimony from more than one husband at a time. Here's another stunt. You get four comely gals to parade up and down in front of the theatre. Each of them has a banner. One says 'We're old maids.' The next says, 'we protest.' A third says 'against any one woman having,' and the last one says 'Too Many Husbands.' For a teaser campaign, you can have these gals do their parading one at a time, to be joined periodically by the others."

"It strikes me that a girl with 'Too Many Husbands' needs a couple of rolling pins. Isn't there something along that line?"

"There sure is. You can get little rolling pins with tags on them plugging the picture to hand out a couple of weeks in advance."

"That's swell. I'm going to send some to prominent people in town, too. I think, incidentally, that I ought to have a special screening in advance for a bunch of the prominent women in town. It might be a swell idea if I could get a couple of prominent divorcees to attend. In any event, I could have the newspaper men's wives and daughters there and that would insure getting me plenty of pictures and publicity. Wait a minute, here's another idea. I think I can have a grand turnout if I offer three admissions for the price of two to every girl who brings two boy friends on a certain night."

"That's a fine idea. And why not do it on a Wed-nesday night (get the idea?)"

"You know what else I need—a throwaway gag."

"We've got 'em. How's this one? Give 'em the story just so far and then ask readers to finish it. You can offer a good prize for that and it will stir up a lot of interest. If you want another one, try this. There's a letter all written in feminine handwriting detailing the experiences of a girl who has 'Too Many Husbands.' These are very cheap and they make an excellent ballyhoo. Now, if you want another good gag, put this ad in the Lost and Found column of your newspaper: 'Lost—two husbands, etc.' For the help wanted page, put in an ad asking for help in solving her problem and sign it 'Jean Arthur.' "

"How about a marriage announcement, too? It can just announce the marriage of Jean Arthur to Fred MacMurray and Melvyn Douglas but use their character names. Then at the bottom it can say, 'at home at S. E.'s Theatre beginning next week.' "

"Fine. And don't forget to hit the Advice to the Lovelorn column. It's a dandy for that one. Now for windows—"

"Gee, there must be some swell fashion tie-ups on this picture. Jean Arthur must look swell in the new Spring styles. Are there any other women in the picture?"

"Yes, Dorothy Peterson who—"

"Great. Styles for a different type of woman, too. Say, isn't this the picture that had so many magazines carrying ads on it?"

"Yes, I was just coming to that when you interrupted me. There's a long list of them. You can get the newsdealers to insert a herald in all these magazines pointing out that the picture is now playing at your theatre. And say, here's another id—"

"What, still more?"

"I'm not half finished. There's been a dance invented for two men and girl which is named after the picture and is sweeping the country. Get the local dancing schools—"

OPERATOR: "Your time is up. Signal when through, please."

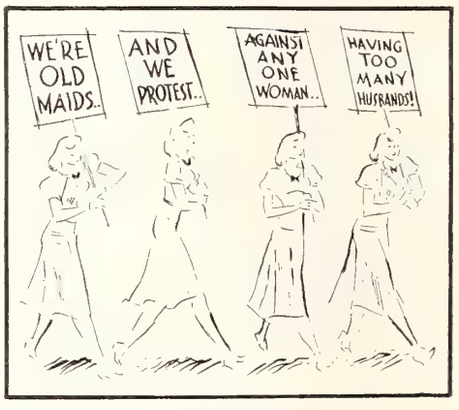
"Aw shucks, I haven't even started. Well before I get cut off, there's a gag trailer and some swell ads for every purpose, a book store tieup, coiffure styles for the women's page, a man-on-the-street radio program on Jean's dilemma, an inquiring reporter stunt and—"

Screenplay by Claude Binyon. Based on the play by W. Somerset Maugham. Directed by Wesley Ruggles.



An Ad With Plenty to Sell

Utilizing catchy copy, a reproduction of a painting by Bradshaw Crandell, a plug for Director Wesley Ruggles, a provocative title, a trio of box office names and liberal space for your institutional copy, the ad above will require little if any doctoring for use in the newspaper. Run it, as well as some of the other fine layouts.



Let Girls Do "Picket Duty"

Four lovely young lassies, dressed up rather primly and marching back and forth in front of your theatre carrying signs, as shown above, will center all eyes on your attraction. Keep them on "picket duty" before and during the engagement.



Here's an excellent piece of art for your program cover, for the newspaper, or for use in connection with beauty and fashion tieups. It'll catch their eyes.

"PRIMROSE PATH"

Strong Star Combination, Glamor and Romance, Are Angles to be Emphasized In Your Selling

An SHB Showmanalysis (REG. U. S. PAT. OFF.)

TAKE Ginger Rogers and Joel McCrea, let the public know they're co-starred in a screen version of a sensational Broadway play, publicize the fact that the picture was produced and directed by Gregory LaCava, responsible for a number of past outstanding screen successes, and you're on the right path for your exploitation for "Primrose Path."

The picture is adult screen fare, so for that reason your selling job will be to concentrate on angles that will attract both men and women. Go after the grownups. The subject matter is the kind they should enjoy once you get them in, and of course the job on practically any picture is to get them in—not on the last day or days, but on the opening performance.

The first thing you should do is figure out just what your exploitation is going to entail. Well, there'll be store tieups—as many as you can effect. Then there'll be a newspaper contest or two, and perhaps a contest that may not necessarily require newspaper cooperation. You'll want to work out a good street stunt. You'll want also to prepare a newspaper advertising campaign that will arouse their interest from the first teaser and build it to an irresistible state by the time your flash display appears the day before the opening. These are essentials. You'll plan a few other stunts to fit in here and there to make your selling job complete in every detail.

We suggest that for a teaser ad, you merely use the two initials of the title—P. P. You can run them without using the periods; in other words: PP. They should be in large black letters. Immediately below, copy on this order might be used: "In music, PP means 'very softly,' but in entertainment, it's something to shout about . . . watch this space tomorrow." The next day, copy below the two letters could be: "It's still the musical term for 'very softly,' but who could keep from yelling with delight at the news that Ginger Rogers and Joel McCrea are coming in an amazingly different romance!" On succeeding days, you might build up the title from the two letters; that is, one day you could have "Pr—— Pa——"; the next, "Pri—— Pat——," and so on until the title has been fully revealed. In each of these ads, of course, there should be a good catchline. We are sure there must be many other ways in which you can pique the public's curiosity through the title and the picture's costars.

An advance street teaser stunt might be utilized by stenciling sidewalks with this copy: "Watch out for the 'Primrose Path'—Walk Carefully." If you can get permission from city officials to refer to the street leading to your theatre as the "Primrose Path," you might institute a sort of safety campaign by admonishing motorists via signs to "drive carefully along the 'Primrose Path' to the Blank Theatre." At street intersections, on the curbs, strips bearing the provocative copy, "To where does the 'Primrose Path' lead?" could be pasted.

As far as contests are concerned, we have a suggestion or two along that line which should be appropriate for use in your campaign. We notice an ad line which reads: "What one kiss did to a tomboy!" There's the basis for a contest in which this question is answered: "Do you attach any special significance to a kiss or is it, in your opinion, merely a sign of friendship in this day and age as far as adolescents are concerned?" Such a question might be asked through a lovelorn column. The idea is to arouse arguments among those women who believe a kiss, so to speak, is sacred, and those who believe a goodnight kiss portends no harm.

Stage a doubles contest, with prizes going to those girls whose measurements most nearly duplicate those of Ginger Rogers. Wearing apparel, promoted from merchants, would be excellent awards. For information concerning Miss Rogers' measurements, see page six in the pressbook.

Another contest that should elicit much interest consists of getting the most three- or four-letter words out of the title. Competition along this line has been used before, but each time it always brings in a raft of entries. As an additional requirement, fans might be asked to write a short letter on why they want to see Ginger Rogers and Joel McCrea in "Primrose Path" or on some similar subject—anything to make the selecting of winners dependent more on the letters than on the number of words made from the title.

When a stunt is used successfully in other situations, it certainly must have "something on the ball." For "Fifth Avenue Girl," a past Ginger Rogers success, some theatres distributed small packets of ginger snaps via soda and luncheon fountains. The catchline used was: "If you think this cookie is snappy, see Ginger Rogers—" etc. By tieing up with your neighborhood grocer for the cookies, and with soda and luncheon fountains for their distribution, you've got something that's bound to cause a lot of comment. An additional method of distribution might be through girls dressed in the same sort of tomboy attire Ginger wears in the early sequences of the film.

Since Ginger practically proposes to McCrea, any Leap Year stunts you might have in your hat should be brought to light. Guest tickets for people actually born on February 29, or for those married on that day, could be offered. You might set aside one evening of the engagement as "Leap Year Night," inviting the girls to bring the boys to see the picture.

RKO has made available a mat featuring six photographic strips selling the dramatic romance of "Primrose Path." Here's a feature you should make every effort to plant in your daily paper. In case you can't run the strips in sequence, you could at least use a strip or parts of it either in the paper or in your program. You'd have to alter the copy which appears in the press book, of course.

If you haven't had occasion to use the stunt in which a hoyden type of girl is glamorized, now's your chance. It has been utilized before on a couple of other films, but so long as it's new in your community, it's certain to stir up plenty of interest. After getting a thorough "going over" at a beauty shop, and "decked out" in attractive finery at various shops, the girl is feted at a local hotel. You'll need cooperation from merchants, clubs, and especially from the newspaper. The stunt should be started about a week before the opening and continue right up to the premiere performance, with the girl appearing as your guest.

For a street ballyhoo, get a girl dressed in tomboy attire, and a young man to ride in a motorcycle, a sign appearing on the sidecar to the effect that "we are on our way to see 'Primrose Path'—" etc.

Glamorous cutouts of Ginger and McCrea should feature your front and lobby displays. Keep the stars, plus glamor and romance above any other of the picture's phases in your advertising. Do a thorough, showmanly job of exploitation, and it's likely you'll be amply rewarded at the box office.

Screenplay by Allan Scott and Gregory La Cava. From the play by Robert L. Buckner and Walter Hart as produced by George Abbott. Produced and directed by Gregory La Cava.



We have stressed the fact that glamor and romance and the two stars are the outstanding factors to be considered in selling "Primrose Path." The attractive 24-sheet proves our contention. Whether you use it "as is" or cut out the figures for special displays in the lobby or on the marquee it's worthwhile.

Program Exchange

Setron Asks Patrons to Give Impressions of Various Pictures; Many Members Submit Programs

Ye Program Exchange Ed was on the sick list for a few days, but he finally got out from under the "grippe" of his illness and is back in harness again.

Yes, and we're mighty glad to be back, too. We had missed looking over those programs, although we're glad to say that it was a swell tonic to find on our desk more programs from members who seldom send them than we've ever seen before. Honestly, we didn't know what had happened to some of you, but from the looks of things, you seem to be still doing all right.

Although Silvert Setron of Warners' Logan Theatre in Philadelphia is not a member of the Program Exchange, nevertheless his new twist in house programs is something members may want to copy. In each issue there is a special box in which the patron is asked to give his impression of the various pictures. For the best answers, Setron awards guest tickets. Besides being a good means of testing patrons' likes and dislikes the stunt is also getting a large response both in entries mailed to the theatre and those brought to the box office. You might try it yourself, sometime.

A Neat Little Program

We welcome a new member—Harry Mangrovite, manager of the Stamford and Avon Theatres, Stamford, Conn. The first time we ever heard of Stamford was when we bought an electric razor, but we're glad to be hearing about it now in a programmatic sort of way. His Stamford and Avon Theatres Newsette is a neat little program. There's little or no illustration, unless it happens to appear on the front cover. But the selection of type is so good, and the difference between white space and copy so evenly balanced, that the program becomes at once something the patron will stop to read. On the back cover, Mangrovite features "Tid Bits from Big Hits," which is a series of short paragraphs giving interesting sidelights on coming attractions.

Because no trailer was screened on the coming attraction during the engagement of "Gone With the Wind," the Regent Theatre, Springfield, O., passed out heralds to the patrons announcing the showing of "The Grapes of Wrath." And an attractive herald it was, too! The front cover featured a reproduction of the book, while on the second page was a group photo of the characters below which was listed the cast. The third page was devoted to critics' raves, and on the back was a personal message from the manager. Since he could run no trailer, the herald was an excellent substitution. Our thanks to Mike Chakeres for reporting this stunt to us.

And now let's get to the activities of some of the members from whom we've heard this week. Manager Pearce Parkhurst of the State Theatre, Torrington, Conn., takes up an inside spread and the back page of his program to apprise the patrons of Library Night, which now takes place every Saturday night. He illustrates the books to be given away.

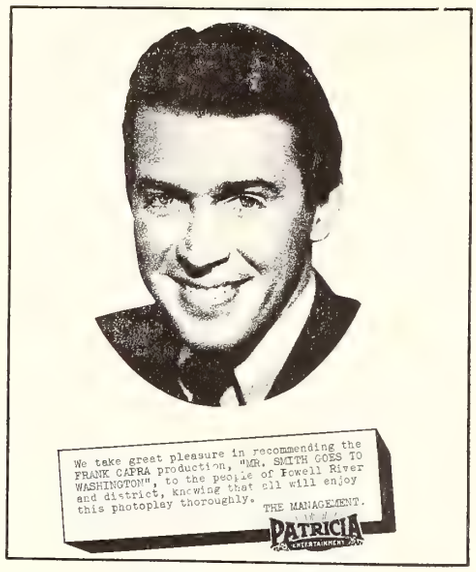
From Imlay City, Michigan, comes the program of Harry Hobolth, manager of the Deluxe and Capac theatres. It's a 20-page booklet, with the outside cover in green. Inside there are a number of scene cuts, time tables for the attractions at both theatres, several theatre and merchant advertisements. Our only criticism of the program is that each page, even the editorial page in front, is boxed inside heavy black rules. Since black rules often suggest a state of mourning, we believe they look out of place in this instance. If we were Harry, we'd use a lighter rule, or perhaps not even box the pages at all, unless for the ads.

A good example of a calendar program is that issued by B. J. Edwards, manager of the Westex-Olney theatres, Olney, Texas. In those spaces which consist of the last few days of the preceding month and the first few of the forthcoming month, Edwards has promoted merchant advertising which, we venture to guess, pays the cost of printing and possibly distribution. A drawing was held at the Westex in cooperation with a local furniture store, with a radio as the prize. Edwards has sent us one of the coupons. We won't return the stub for deposit in the box, for even if we were lucky, all the way from Texas to New York is a long way to ship a radio. So—we hope someone in Olney is the winner.

We like the last two programs we've received from the Wometco Theatres down in Florida. The Screen News embraces at least 13 theatres, so that anyone with a copy in his hand can tell at a glance what's playing at his favorite theatre.

Thanks to Enos Langrell for the variety of programs announcing the attractions at the Reese Theatre in Harrington, Delaware. Langrell gets some sparkling colors into his programs that make them fresh and lively.

Well, it looks as though that's all the space we have left for this time, so if there is any further business to take up, it will have to be at the next session. We'll be seeing you seven days from now.



A Triumph of Simplicity

A smiling James Stewart silhouette, a "personal" message from "the management" and the wise use of white space make this front cover of the program issued by Manager Myron McLeod of the Patricia Theatre, Powell River, B. C., a triumph of simplicity. It couldn't have attracted any more attention—perhaps not nearly as much—if McLeod and his staff had slaved and sweated over a more elaborate cover. The picture advertised, of course, was Columbia's "Mr. Smith Goes to Washington."

Member Added This Week

Henry Mangravite, Stamford Theatre, Stamford, Conn.

Morton's "Swiss" Tieup

Bill Morton of the RKO Albee, Providence, capitalized on the "Swiss" part of the title "Swiss Family Robinson" in his campaign for that production. Morton tied-in with the Swiss Cleaning Company which used a co-op advertisement in the newspapers as well as other units of promotion.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....

Money Dates

APRIL

21st

SPANISH AMERICAN WAR BEGAN, 1898. This is a good opportunity to play any picture with a Spanish War background. A short subject such as "Teddy, the Rough Rider" would be especially appropriate for this occasion.

23rd

PASSOVER, Jewish holiday begins.

24th

FIRST U. S. NEWSPAPER PUBLISHED, 1704. It was the Boston News Letter. Arrange with your local newspaper for a display on the mechanics of newspaper making to be set up in your lobby. Have a teletype machine installed temporarily. Set up a board with newspapers from all over the country or limit it to papers from your vicinity to show the improvement. You can gain plenty of goodwill from a newspaper tieup of this kind.

26th

CONFEDERATE MEMORIAL DAY. Observed in Florida, Georgia, Alabama and Mississippi. It's a real holiday in those states so charge holiday prices and make it a gala occasion. Tie up the showing of "Gone With the Wind" or "Virginia City" with this date.

27th

NATIONAL FISHERMAN'S WEEK. Sponsored by the Sporting Goods Dealer, St. Louis, Mo. Tie up with local dealers for fishing equipment for a display of tackle in the lobby. This type of merchandise makes a swell prize for a contest at this time of the year. Get a local Izaak Walton to answer fishing inquiries in the lobby. Play short subjects about fishing. There are plenty of them.

MORSE, INVENTOR OF TELEGRAPHY BORN, 1791. Here is the birth date of a truly great figure. Local Western Union and Postal Telegraph offices should be contacted for a window display and jumbo telegrams from stars.

J. J. AUDUBON, BORN, 1780. The famous naturalist has been honored in many ways by the Audubon Societies throughout the country. Tie up with them in their current activities.


she was afraid of men ..
one stolen kiss ...
she knew what she wanted!

THE SPICY ROMANCE OF A "DEAD-END" GIRL AND A LIVE-WIRE BOY!...





Even hard-boiled New York gasped and laughed at the audacity of the characters in the stage play. Now Ginger puts new ginger in the role of the right girl from the wrong side of town who wise-cracked through love and disillusionment—and back again!..A show right in the groove for filling your best playing time!



GINGER ROGERS JOEL McCREA



PRIMROSE PATH

with

MARJORIE RAMBEAU
HENRY TRAVERS
MILES MANDER
QUEENIE VASSAR · JOAN CARROLL

Produced and directed by
GREGORY La CAVA

Screenplay by Allan Scott and Gregory La Cava

RKO RADIO PICTURES

LITHO U.S.A.

The Studio Check-Up

[This Week: In Production—42; Being Edited—63]
[Last Week: In Production—40; Being Edited—64]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

TEXAS STAGECOACH*
PASSPORT TO ALCATRAZ*
DOCTOR TAKES A WIFE*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

OFFENDERS OF THE LAW—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

MAN WITH NINE LIVES—Boris Karloff. Director, Nick Grinde.

IN PRODUCTION

DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson. Director, Charles Borton.

LONE WOLF MEETS A LADY—Warren William, Esther Muir. Director, Sidney Salkow.

BILL ELLIOTT No. 3 (untitled)—Bill Elliott, Iris Meredith. Director, Joe Lewis.

METRO-GOLDWYN-MAYER

BEING EDITED

FLORIAN*
NEW MOON*
FORTY LITTLE MOTHERS*
TWO GIRLS ON BROADWAY*
EDISON THE MAN*
AND ONE WAS BEAUTIFUL—Jean Muir, Laraine Day, Robert Cummings, Billie Burke. Director, Robert Sinclair.

IN PRODUCTION

DR. KILDARE'S STRANGE CASE*
PRIDE AND PREJUDICE*
ANDY HARDY MEETS DEBUTANTE*
WATERLOO BRIDGE*
SUSAN AND GOD*
MORTAL STORM—Margaret Sullavan, James Stewart, Frank Morgan, Bonita Granville. Director, Frank Borzage.

TWENTY-MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

BOOM TOWN—Clark Gable, Spencer Tracy, Hedy Lamarr, Claudette Colbert. Director, Jack Conway.

MONOGRAM

BEING EDITED

COVERED WAGON TRAIL*
SON OF THE NAVY*
PALS OF THE PURPLE SAGE*

IN PRODUCTION

TOMBOY*
PHANTOM PILOT*
COWBOY FROM SUNDOWN*

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

UNTAMED (Tech.)*
TYPHOON (Tech.)*
OPENED BY MISTAKE*
LIGHT OF THE WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*
HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*

PARAMOUNT (Cont.)

GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DESTINY*
DOWN WENT McGINTY*

IN PRODUCTION

GHOST BREAKERS*
HENRY ALDRICH No. 1—Jackie Cooper, Leila Ernst, Eddie Bracken. Producer-Director, Theodore Reed.

NORTHWEST MOUNTED POLICE (Tech.)—Gary Cooper, Madeline Carroll, Preston Foster, Paulette Goddard. Producer-Director, Cecil B. DeMille.

I WANT A DIVORCE—Dick Powell, Joan Blondell, Frank Fay. Director, Ralph Murphy.

RKO-RADIO

BEING EDITED

IRENE*
BEYOND TOMORROW*
MY FAVORITE WIFE*
CURTAIN CALL*
SAINT TAKES OVER*
YOU CAN'T FOOL YOUR WIFE*
THE RAMPARTS WE WATCH—March of Time Feature.

IN PRODUCTION

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

ANNE OF WINDY POPLARS—Anne Shirley, James Ellison. Director, Jack Hively.

REPUBLIC

BEING EDITED

DARK COMMAND*
GHOST VALLEY RAIDERS*
IN OLD MISSOURI*
YOUNG BUFFALO BILL*
GRANDPA GOES TO TOWN*

IN PRODUCTION

WOMEN IN WAR—Elsie Janis, Wendy Barrie, Patric Knowles. Director, John H. Auer.

COVERED WAGON DAYS—Three Mesquiteers, Kay Griffith. Director, George Sherman.

CROOK ROAD—Irene Hervey, Edmund Lowe. Director, Phil Rosen.

DOCTORS DON'T TELL—Charles Coburn. Director, Bernard Vorhaus.

OLD MILL STREAM—Gene Autry, June Storey, Smiley Burnette. Director, Frank McDonald.

20th CENTURY-FOX

BEING EDITED

I WAS AN ADVENTURESS*
SAILOR'S LADY*
STAR DUST*
CHARLIE CHAN'S MURDER CRUISE*
EARTHBOUND—Warner Baxter, Andrea Leeds, Lynn Bari. Director, Irving Pichel.

ON THEIR OWN (T.T.)—Jones Family. Directed by Otto Brower.

20th CENTURY-FOX (Cont.)

IN PRODUCTION

LILLIAN RUSSELL*
MARYLAND*
ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable. Director, H. Bruce Humberstone.

MILLION DOLLAR DIAMOND—Florence Rice, Joan Valerie. Director, Ricardo Cortez.

(In England)

GESTAPO—Margaret Lockwood, Rex Harrison. Directed by Carol Reed.

UNITED ARTISTS

BEING EDITED

SAPS AT SEA (Roach)*
1,000,000 B. C. (Roach)*
THE WESTERNER (Goldwyn)*
OUR TOWN (Lesser)*
GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Clayton Moore. Director, Alfred E. Werker. Produced by Edward Small.

PERSONAL HISTORY (Wanger)—Joel McCrea, Herbert Marshall. Director, Alfred Hitchcock.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
ENEMY AGENT*
ALIAS THE DEACON*
LA CONGA NIGHTS*
SANDY IS A LADY*

IN PRODUCTION

IF I HAD MY WAY*
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY—Peggy Moran, Johnny Downs, Broderick Crawford. Director, Al Rogell.

SKI PATROL—Luli Deste, Philip Dorn Kathryn Adams. Director, Lew Landers

WARNER BROTHERS

BEING EDITED

FUGITIVE FROM JUSTICE*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*
AN ANGEL FROM TEXAS*

IN PRODUCTION

ALL THIS AND HEAVEN, TOO*
TORRID ZONE*
SEA HAWK*
FLIGHT 8—Ralph Bellamy, Virginia Bruce. Director, Lew Seiler.

BROTHER ORCHID—Edward G. Robinson, Ralph Bellamy, Ann Sothern, Donald Crisp, Humphrey Bogart. Director, Lloyd Bacon.



Reading from top down: 2-column display for "Virginia City," in Hartford, Conn., and teaser announcement for the same Warner film at the Strand, New York; Deanna Durbin smiles in the Rivoli, New York, ad for Universal's "It's a Date;" RKO's "Vigil in the Night" as featured in Memphis; Leo announces a hold-over for "Northwest Passage" at the Capitol, New York; 20th-Fox's "Grapes of Wrath" as advertised by Loew's, Memphis, and Warner's "Three Cheers for the Irish" played up by the Brandeis in Omaha.

The Box Office Slant

Rebecca

(Hollywood Preview)

UA | Drama | 127 mins.

(Nat'l Release, April 12)

Cast: Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson, Nigel Bruce, C. Aubrey Smith, Reginald Denny, Gladys Cooper, Philip Winter, Edward Fielding, Florence Bates, Melville Cooper, Leo G. Carroll, Forrester Harvey, Lumsden Hare, Leonard Carey. Credits: Produced by David O. Selznick. Directed by Alfred Hitchcock. Author, Daphne du Maurier. Adapted by Robert Sherwood and Joan Harrison. Musical director Franz Waxman. Cameraman, George Barnes. Film Editor, James Newcom. Special effects, Jack Cosgrove.

Plot: Olivier, a recent widower, meets Joan Fontaine, companion to a rich old lady, and marries her. Taking her back to his ancestral home, she is much in love but very unhappy because at every turn she encounters reminders of her husband's first wife. Judith Anderson, the housekeeper, terrifies her, since she is unwilling to change a jot from her habits during her first mistress' life. Time develops the fact that she did not die of an accident but was murdered by Olivier himself, but extenuating circumstances are indicated as a reason why he may not have done so and why she may have committed suicide.

Comment: David O. Selznick has again scored with an impressive masterpiece expertly acted and directed that should prove a natural for the feminine trade and the class houses. For those who have read Daphne du Maurier best seller from which this was adapted, the picture will completely fulfill their expectations. By others it will be welcomed as an intensely dramatic and emotionally effective film. There are excellent performances by Joan Fontaine and Laurence Olivier. Judith Anderson, George Sanders, Reginald Denny and Florence Bates are outstanding in the supporting cast. With the sole exception of "Gone With The Wind," Selznick has never brought a finer production to the screen and one of its outstanding features is Alfred Hitchcock's direction, a notable job in every respect. The picture has been presold in several of the national magazines in addition to a recent coast-to-coast Orson Welles broadcast. Book stores and lending libraries should be asked to cooperate. Arrange advance showings for literary societies, etc. **(ADULT)**

Catchline: "A ghost dominated her life."

AUDIENCE SLANT: WILL PLEASE THOSE WHO HAVE READ THE BOOK AND SHOULD BE WELL RECEIVED BY THOSE WHO HAVE NOT.

BOX OFFICE SLANT: A NATURAL FOR THE FEMME TRADE AND THE CLASS HOUSES.

It's a Date

(Hollywood Preview)

Univ. | Musical-Comedy | 103 mins.

(Prod. No. 4001—Nat'l Release, Mar. 22)

Cast: Deanna Durbin, Kay Francis, Walter Pidgeon, Eugene Pallette, Lewis Howard, Samuel S. Hinds, Cecilia Loftus, Fritz Feld, S. Z. Sakall, Henry Stephenson, Joe King, Virginia Brissac, Romaine Callender, Harry Owans and his Royal Hawaiians. Credits: Produced by Joe Pasternak. Directed by William Seiter. Screenplay by Norman Krasna. Photographed by Joe Valentine. Art Director, Jack Otterson. Film Editor, Bernard Burton.

Plot: Kay Francis, famous actress, is offered a role in a new play, despite its author's (S. Z. Sakall's) belief she is too mature for the part. She leaves for a Honolulu vacation while her daughter, Deanna Durbin, attends a Maine summer dramatic school with boy-friend, Lewis Howard. Producer Samuel S. Hinds and Sakall see a "straw-hat" theatre tryout of the play with Deanna in the title role. Impressed, they offer her the part on Broadway. She leaves for Honolulu to have her mother coach her in the role. Aboard ship, her rehearsals of the unhappy lines arouse the attention of Walter Pidgeon, pineapple king, who believes her the victim of an unhappy love affair. She construes his efforts as a proposal, and refuses. In Honolulu, she learns that Kay plans to take the part in the play. She pretends to be in love with Pidgeon, although he is attracted to Kay, who accepts his proposal of marriage. Kay tells the producer and author she will give up the part for marriage, and Deanna gets it. She renews her interest in Howard.

Comment: "It's a Date" is the best picture Deanna Durbin has made and will be "must" for every member of the family. It's the finest piece of screen-fare to come out of Universal for years and has every element that anyone might wish for exceptional entertainment. Few productions have had such smart dialogue, affording plenty of laughs, such warmly human drama and gorgeous music. With a cast that is flawless from top to bottom, it looks like a picture that will roll up heavy grosses at the box office. Here Deanna Durbin triumphantly steps into the top rank of film actresses, demonstrating her dramatic ability as a grown-up screen personality and her following will be thrilled with her performance. As usual, her rendition of the seven musical numbers that are smartly woven into the story, is perfect. Kay Francis and Walter Pidgeon are splendid in their roles while S. Z. Sakall, Cecelia Loftus and Samuel S. Hinds stand out in the supporting cast. Again, Joe Pasternak turns in an outstanding production job and the direction by William A. Seiter is the best thing he has done. Laurels to Norman Krasna for the scripting, Jack Otterson for the art direction and Charles Previn for the musical direction. For exploitation see Showmanalysis on page 20, issue of March 16. **(FAMILY)**

Catchline: "She had the kind of heart trouble that comes with growing up."

AUDIENCE SLANT: BEST DEANNA DURBIN PICTURE TO DATE AND A "MUST" FOR EVERY MEMBER OF THE FAMILY.

BOX OFFICE SLANT: HAS EVERY ELEMENT THAT ANYONE MIGHT WISH FOR EXCEPTIONAL ENTERTAINMENT WHICH MAKES IT LOOK LIKE A PICTURE THAT WILL ROLL UP HEAVY GROSSES.

Legion of Decency Ratings

(For Week Ending March 23)

SUITABLE FOR GENERAL PATRONAGE

It's a Date

Oh, Johnny How You Can Love

SUITABLE FOR ADULTS ONLY

Free, Blonde and 21

Men Without Souls

The Outsider

Midnight Limited

Mono. | Mystery | 61 mins.

(Prod. No. 3921, Nat'l Release, March 20)

Cast: John King, Marjorie Reynolds, George Cleveland, Edward Keane, Pat Flaherty, Monte Collins, Herb Ashley, Stanford Jolley, Buck Woods. Credits: Produced by T. R. Williams. Directed by Howard Bretherton. Screenplay by Harrison Carter and C. B. Williams. Film editor, Russell Schoengarth. Art director, E. R. Hickson. Associate producer, Fred Scheld.

Plot: Marjorie, traveling on the Midnight Limited, is robbed of some important papers, and another passenger is robbed of $60,000 in diamonds. She goes to King, railroad detective, who enlists her assistance because she saw the robber and they begin their search. Once again a passenger is robbed on the same train but then King lays a trap and finds the robber has an accomplice in the baggage man who concealed him in a coffin.

Comment: Despite a few little inaccuracies in its setting, this picture is a humdinger of a mystery with speeding railroad trains as its setting. There are lots of people throughout the country who will see anything with a train in it, and they'll like this one despite the aforementioned inaccuracies. The cast is just fair without any names to bring in the customers, but the mystery fans will overlook this, too. If the screenplay had been polished up a bit and capable players with box office names substituted, this might have been a great picture. As it is, it will more than satisfy the mystery and the railroad fans. Tie up with ticket agencies and travel bureaus. Put posters in railroad stations. Print a local thrill timetable. Make your lobby into a depot with railroad type signs plugging the picture. **(FAMILY)**

Catchline: "Murder rides the Midnight Limited."

AUDIENCE SLANT: SHOULD GO OVER BIG WITH THE MYSTERY FANS AND THE RAILROAD ENTHUSIASTS.

BOX OFFICE SLANT: GOOD WHERE ACTION IS DEMANDED.

Virginia City

WB | Drama | 121 mins.

(Prod. No. Not set, Nat'l Release, March 23)

Cast: Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Frank McHugh, Alan Hale, Guinn "Big Boy" Williams, John Litel, Douglas Dumbrille, Moroni Olsen, Russell Hicks, Dickie Jones, Frank Wilcox, Russell Simpson, Victor Kilian, Charles Middleton. Credits: Jack L. Warner in charge of production. Hal B. Wallis, executive producer. Robert Fellows, associate producer. Directed by Michael Curtiz. Original screenplay by Robert Henry Buckner. Dialogue director, Jo Graham. Director of photography, Sol Polito. Art director, Ted Smith. Film editor, George Amy. Special effects by H. K. Koenekamp.

Plot: Flynn, a Union Intelligence officer, Hale and Williams, escape from the Confederate prison of which Scott is commandant. Miriam Hopkins arrives from Virginia City with a plan to get gold from there to the sorely pressed Confederates. Scott is detailed to accomplish this mission. Flynn and his companions, suspecting this, go West, too. He falls in love with Miriam on the way. In Virginia City she learns his identity and betrays him. A prisoner, he leaves with the Southerners and their gold train. He escapes en route

(*Continued on page* 18)

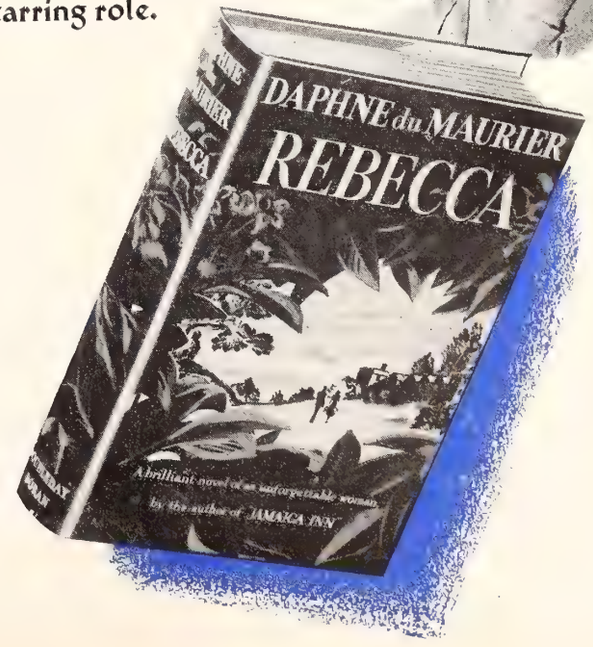
WORLD PREMIERE, Radio City Music Hall, Thursday, March 28th . . .



Selznick International presents

Rebecca

The newest triumphant attraction from DAVID O. SELZNICK, this year's winner of the coveted Irving Thalberg Award and ten Academy Awards. Cast with typical Selznick adroitness to give you LAURENCE OLIVIER, sensational star of "Wuthering Heights"...and JOAN FONTAINE in her first starring role.



starring

LAURENCE OLIVIER

JOAN FONTAINE

with

GEORGE SANDERS • JUDITH ANDERSON

Directed by ALFRED HITCHCOCK

From the best selling novel by DAPHNE DU MAURIER

Released thru **UNITED ARTISTS**

The Box Office Slant (STR)

Virginia City

(*Continued from page* 16)

and the Union forces pursue the gold train. Meanwhile, Bogart and his bandits try to capture the gold but Flynn and his men frustrate the attempt. Before the arrival of the Union Army, Flynn hides the gold. He is court martialed, but President Lincoln pardons him.

Comment: The above synopsis cannot in any way do justice to the fine screenplay which in a fine picture is the outstanding feature, despite brilliant performances by a large and capable cast. The picture is sure to do a tremendous business, partly because of its theme and setting, partly because word-of-mouth will spread the word of its fine story and partly because of the inherent draw in such names as Errol Flynn, Randolph Scott and Miriam Hopkins. With all of these factors contributing, the picture in addition has the advantage of being of the same general type as "Jesse James," "Dodge City" and "Union Pacific," which were the three biggest money pictures of last year. Motivation and plot are beautifully built up in the early sequences which at first may seem jerky and episodic but five minutes suffices to get into the excitement of the story which is full of suspense and fast action. At no time is the end predictable, with each development proving a new surprise. Our only possible criticism is the now time-honored pardon by President Lincoln. Several other solutions could have accomplished the same thing without resorting to the old hokum. But probably audiences will never notice it. Scott, as a sort of secondary hero rather than a villain, is built up to heroic proportions, and the way is paved for him to take the real lead in other pictures. He delivers a fine performance all the way through. Sell "Virginia City" heavily on the strength of the names. Plenty of illustrative matter will put over the background. Ballyhoos of covered wagons and stagecoaches should be arranged, with appropriately costumed men and women aboard.

(FAMILY)

Catchline: "The choice — his duty to his country or his love."

AUDIENCE SLANT: THE STRONG CAST NAMES, THE SETTING, THE EXCELLENT SCREENPLAY AND THE FINE PERFORMANCES MAKE THIS A PICTURE WHICH A TREMENDOUS NUMBER OF PEOPLE WILL NOT ONLY SEE BUT WILL ENJOY AND TALK ABOUT AS WELL.

BOX OFFICE SLANT: SHOULD BE AMONG THE BIGGEST GROSSERS OF THE YEAR. PICTURES OF SIMILAR TYPE WERE SUCCESSFUL LAST YEAR, AND THE EXCELLENCE OF THIS ONE LEAVES NO REASON FOR DOUBT THAT IT WILL OUTGROSS EVEN MANY OF THEM. THE NAMES, TOO, ARE VERY BIG.

Viva Cisco Kid

(Hollywood Preview)

20th-Fox Drama 70 mins.

(Prod. No. 39, Nat'l Release, April 12)

Cast: Cesar Romero, Jean Rogers, Chris-Pin Martin, Minor Watson, Stanley Fields, Nigel de Brulier, Harold Goodwin, Francis Ford, Charlie Judels, Willie Fung, Eddie Waller, Paul Sutton and others. Credits: Screenplay by Samuel C. Engel and Hal Long, suggested by the character "The Cisco Kid" created by O. Henry. Director of photography, Charles Clarke. Art director, Richard Day and Chester Gore. Film editor, Norman Colbert. Director, Norman Foster. Producer, Sol M. Wurtzel.

Plot: Cesar Romero (Cisco Kid) uses a trick to prevent Chris-Pin Martin, his worshipful aide, from a marriage, and swears an oath with him of no more romance. This lasts until Cisco sees Jean Rogers, passenger on a stage being held up by agents of Stanley Fields. She joins her father, Minor Watson, not knowing he is also a part of the gang. Foiled in the stage robbery, Watson holds up the express office but is seen by Nigel de Brulier, old religious fanatic, before he can get the money to Fields. To balk de Brulier's identification, he is killed and Cisco accused. Jean, on the way to meet her fleeing father, is captured and taken to Fields' mine. Cisco and Martin join Fields, are exposed before they can save the girl and with the captured Minor are left trapped in an old mine shaft. Fields and his gang are wiped out by the same explosion, the quartet escape and Cisco and Martin ride off seeking further adventure.

Comment: Least carefully produced of the Cisco Kid series, and with a plot which carbon copies its predecessors, this one will have its biggest appeal to those already established as fans of the series. Scenic values are excellent, and Cesar Romero and Martin as the Kid and his constant friend get full value from their characterizations. It is a natural booking for dates when juvenile patronage is likely to predominate, and can rate a singleton booking for those houses where action is rated above everything else. Stanley Fields as the head of the hold-up gang, Minor Watson as the robber who plans reformation for the sake of his daughter and Jean Rogers as the daughter get all they can from characters which the writers have failed to make quite convincing. The best exploitation for this one is to tie it in to the successful Cisco Kid features which have preceded it. A pair of costumed riders for a street ballyhoo will serve this well, or costuming your house staff in caballero costumes and banners announcing "The Cisco Kid Returns——" will do this without too great an expense account being created. **(FAMILY)**

Catchline: "The Cisco Kid out-grins death for romance's sake."

AUDIENCE SLANT: A NATURAL FOR THOSE WHO RATE ACTION ALONE AS A FILM'S STANDING.

BOX OFFICE SLANT: BEST FOR DAYS WHEN YOUNGER PATRONAGE IS HEAVIEST.

It All Came True

WB Comedy-Drama 97 mins.

(Prod. No. not set—Nat'l Release, April 6)

Cast: Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Zasu Pitts, Una O'Connor, Jessie Busley, Grant Mitchell, Felix Bressart, John Litel, George Meader, Max Hoffman, Jr., Jack Mower, John Ridgely, DeWolf Hopper. Credits: Mark Hellinger, associate producer. Directed by Lewis Seiler. Screenplay by Michael Fessier and Lawrence Kimble. Original story by Louis Bromfield. Photographed by Ernie Haller. Art director, Max Parker. Film editor, Thomas Richards.

Plot: Jessie Busley and Una O'Connor, mothers, respectively, of Jeffrey Lynn and Ann Sheridan run a boarding house. The house is still as it was many years before. It was left to them by its owner. Ann is a dancer, singer, and night club entertainer. Lynn, who has been away five years, has played piano in Bogart's night club. When Bogart kills a cop with a gun he had registered in Lynn's name, he forces Lynn to take him to the boarding house to hide out. Ann's old love for Lynn comes up again and Bogart, bored with nothing to do, saves the mortgage from being foreclosed by establishing the "Roaring 90's" night club in the old house. It is a tremendous success and when he sees how much Ann and Lynn mean to each other, he refrains from mentioning Lynn's gun when the police come to arrest him.

Comment: With Ann Sheridan turning on all her glamor, and with an unusual and interesting setting, this picture should be a real hit. It has plenty of comedy, and the performances of the three old ladies, Jessie Busley, Una O'Connor and Zasu Pitts are great. Lynn has little to do and Bogart is in his usual gangster role. There are a couple of hilarious scenes



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with the old ladies and Bogart which should rock most any house with laughter. Ann Sheridan sings "An Angel in Disguise," which should be a hit number and she puts it over beautifully. The night club entertainment scenes at the end of the picture are quite good, with the unusual happening. The stage is actually big enough, as it is, to accommodate the players, and there are no mirrored floors or spectacular production numbers. Ann's singing is very good and her throaty voice is quite in keeping with her personality as the "Oomph girl." The picture ought to do quite a business. The ancient boarding house setting offers a chance for good tieups on food products and kitchen utensils, contrasting them with the style of the 90's. There are some good fashion tieups and the title offers good opportunities for contests of all kinds. **(ADULT)**

Catchline: "Stories fashioned out of dreams —and they all came true."

AUDIENCE SLANT: THOSE WHO REVEL IN NOSTALGIA WILL LOVE THIS PICTURE FOR THE SCENES IN THE BOARDING HOUSE AND THE NIGHT CLUB SCENES AT THE END. ANN SHERIDAN'S FANS WILL FIND HER SWELL.

BOX OFFICE SLANT: THE ANN SHERIDAN BUILD UP SHOULD GIVE THIS PICTURE PLENTY OF OOMPH.

The Courageous Dr. Christian

RKO | Drama | 67 mins.

(Prod. No 30—Nat'l Release, April 5)

Cast: Jean Hersholt, Dorothy Lovett, Robert Baldwin, Tom Neal, Maude Eburne, Vera Lewis, George Meader, Bobby Larson, Bobette Bentley and others. Directed by Bernard Vorhous. Produced by William Stephens. Original Screenplay by Ring Lardner, Jr., and Ian McLellan Hunter.

Plot: Hersholt desires to remedy living conditions for people in a Squatter's Town on the outskirts of River's End. Tom Neal's shelter is burned, and Hersholt takes him to his home to work as his driver and Neal's little brother and sister are taken into the home of shrewish Vera Lewis, wealthy widow who sets her cap for the doctor. She decides to donate property to Hersholt's movement to provide low-cost housing for the squatters—on provision that Hersholt's acceptance of the deed will indicate his willingness to marry her. The letter conveying this intention is not delivered to Hersholt, and when he finds out the plan, it's too late, so he is forced to accept the proposal and hope for the best. Hostility to Hersholt's housing plan reaches a climax when Tom takes it upon himself to move the squatters to the land that has been donated in the heart of the town. The hostile groups order police to drive the squatters out but diagnosis of a sickness of one little girl as spinal meningitis causes Hersholt to order police to quarantine the entire colony. Townsfolks seeing the suffering of the people soften in their attitude and the end finds Hersholt triumphing over the spread of the disease and in his altruistic plan to provide housing for the squatters.

Comment: Jean Hersholt is in character with the philosophical doctor he impersonates in a radio series, and that, presumably, is the important thing. For all those who are followers of the Dr. Christian stories on the air there may be added interest in this story. The squalor and privation of the squatters, depicted in detail, does not make for a bright background for what drama is developed in Dr. Christian's struggle to improve conditions among the poor and unfortunate. For general audiences the film lacks the dramatic power to compensate for the many scenes of poverty and suffering, and this not measurably brightened by romance, for the love interest is minor. Hersholt plays his part feelingly; Dorothy Lovett as his assistant is attractive, and other members of the cast are adequate. Sell it principally for the interest in Dr. Christian as a result of the radio series. **(ADULT)**

AUDIENCE SLANT: TOO MUCH ON THE SERIOUS SIDE TO HAVE APPEAL TO THE YOUNGER ELEMENT THOUGH THERE IS CONSIDERABLE CHARACTER INCIDENT AIMED AT HUMOROUS REACTION WHICH MAY HAVE A FAIR MEASURE OF SUCCESS WITH OLDER PEOPLE WHO WILL FIND ACTING GOOD BUT STORY WEAK.

BOX OFFICE SLANT: AS COMPANION FEATURE TO A STRONG ATTRACTION ITS ONE ANGLE OF PULL IS WHATEVER INTEREST THERE MAY BE IN CHARACTER AS RESULT OF PREVIOUS FILM AND RADIO SERIES.

Forgotten Girls

Republic | Drama | 68 mins.

(Prod. No. 920—Nat'l Release, March 15)

Cast: Louise Platt, Donald Woods, Wynne Gibson, Robert Armstrong, Eduardo Ciannelli, Jack LaRue, Barbara Pepper, Charles D. Brown, Sarah Padden, Ann Baldwin. Credits: Directed by Phil Rosen. Associate Producer, Robert North. Screenplay by Joseph Moncure March and F. Hugh Herbert. Photographed by Ernest Miller. Art director, John Victor Mackay. Film editor, Ernest Nimms. Supervising editor, Murray Seldeen.

Plot: Louise Platt lives in an unhappy environment with her frowsy mother, Wynne Gibson, who entertains underworld characters in her home and is in love with Jack LaRue, a gangster. LaRue, however, turns his attentions toward Louise, and the girl, having stood him as long as she could, hits him over the head with a frying pan when he advances toward her in a drunken stupor. Wynne arrives just in time to note the proceedings, and after Louise has gone, completes the job of killing LaRue, who had been stunned by Louise's blow. Louise is apprehended, convicted of murder and sent to a girl's reformatory. Meanwhile, Donald Woods, a reporter, having fallen in love with her and believing her innocent, works to prove his belief. Wynne, conscious-stricken, prevails on Robert Armstrong and Eduardo Ciannelli, underworld friends, to "spring" Louise. On learning how she had been released, Louise goes to Woods, who takes her to the police station. Ciannelli prevents the couple from telling the truth, and accompanies them to a hospital where Wynne is fatally injured after having been taken for a "ride" by Armstrong. Wynne confesses the murder, but is killed by Ciannelli. He tries to escape, but is overpowered by Woods. Louise receives an official pardon from the Governor.

Comment: Here is an absorbing little melodrama that should please in neighborhood theatres. What it lacks in box office names is more than compensated for by its suspenseful, smooth-running story that holds the interest in a tight grip at all times. Louise Platt, of the haunting voice, appealingly portrays the leading role, while Wynne Gibson, Donald Woods and Eduardo Ciannelli are outstanding in supporting assignments. Phil Rosen's direction keeps the story from getting out of hand and becoming too melodramatic; it rings true at all times. In selling "Forgotten Girls," emphasis should be placed on "sensational" angles, since the title and theme are ideally suited for this purpose. You could conduct a search for local missing girls by offering cash awards for information leading to direct contacts. Distribute heralds or short-hand messages to office workers. **(ADULT)**

Catchline: "Hapless, helpless victims of ruthless men, they sacrifice their right to happiness in their desperate fight for the right to live."

AUDIENCE SLANT: ABSORBING ENTERTAINMENT FOR THE MASSES.

BOX OFFICE SLANT: UTILIZING THE "SENSATIONAL" ANGLES IN YOUR SELLING WILL BE NECESSARY TO PRODUCE ADEQUATE RETURNS AT THE BOX OFFICE.

The Outsider

Alliance | Drama | 91 mins.

(Nat'l Release, March 16)

Cast: George Sanders, Mary Maguire, Peter Murray Hill, Barbara Blair, Frederick Leister, P. Kynaston Reeves, Edmund Breon, Ralph Truman, Walter Hudd, Kathleen Harrison. Credits: Directed

(*Continued on page 24*)



The Short Subject

IN THE

SHORT SHOPS

MGM

Helene Brown and Wally Maher have been added to the cast of John Nesbitt's Passing Parade one-reeler "Pellagra." Shepperd Strudwick plays the leading role of Dr. Goldberger, with Fred Zinneman directing. Jack Chertok and Richard Goldstone produce.

Louis Lewyn's latest miniature, "Palm Springs Rodeo," got under way this week. The short pictures a huge parade into the rodeo arena, with veteran cowboy star Tom Mix, leading. Also seen are Rudy Vallee, Mickey Rooney, Joe E. Brown and many other stars. Mary Treen and Sally Payne are also in the short. Sammy Lee directs from a script by Marion Mack. Jack Chertok and Richard Goldstone produce.

"Early Birds," a new Our Gang gets under way this week with Edward Cahn directing from a script by Hal Law and Robert McGowan. Jack Chertok and Richard Goldstone produce.

The Our Gang comedy formerly titled "In Love Again," is now called "Bubbling Troubles." Edward Cahn directed. Jack Chertok and Richard Goldstone were the producers.

Preview of the latest Our Gang comedy, "All About Hash," last week points to the fact that the Gang has a new dramatic star. He is Mickey Gubitosi, five-year-old member of the young players. Of more than 300 comment cards returned, more than 200 hailed the youngster as a new juvenile star. Mickey, the son of a Passaic, New Jersey, W.P.A. worker was discovered by Sam Baerwitz.

Fans have clamored to see more of the Bear Family, featured in previous Technicolor cartoons, and the answer is a new animated subject, produced by Hugh Harman, titled, "The Bear Family." This is the first animated subject patterned after feature family series, and more of the Bear Family's activities will be seen in future cartoons.

Going Western, producer Rudolf Ising is presenting "Home on the Range," as his latest cartoon in Technicolor. The locale of the animated subject is the plains of the West and the central character is a little dog.

More popular with each successive edition of his interesting "Passing Parade" series, John Nesbitt has two more one-reelers ready for his waiting fans. First to greet them will be "XXX Medico," a dramatic story of how surgical operations at sea are performed through the medium of wireless. Basil Wrangel directed. Also ready is "The Hidden Master," the story of "luck" and the part it played in the lives of many great men, including Clive of India, and Roentgen, discoverer of the X-ray. Sammy Lee directed. Jack Chertok and Richard Goldstone produced both.

Columbia

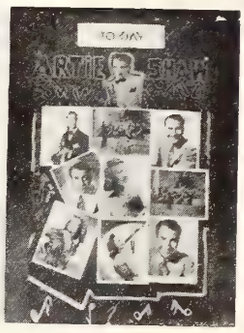
As a final title for the recently completed Buster Keaton comedy called "Four Thirds Off," "The Taming of the Snood" has been chosen.

Walter Catlett's latest two reel comedy, completed this week, bears the tentative title, "You're Next." A spine-tickling spook story, the comedy was written by Harry Edwards and Elwood Ullman and features Monte Collins, Dudley Dickinson, Roscoe Ates, Chester Conklin and Floyd Criswell. Del Lord directed "You're Next" and with Hugh McCollum co-produced the film.

To go before cameras this month will be a continuation of the "Glove Slingers" series started a few months ago, starring Noah Beery Jr. Shemp Howard and Paul Hurst were featured. As before, Jules White will produce and direct and is busy lining up an outstanding cast. The screenplay, ready for shooting, is by Clyde Bruckman and Ewart Adamson.

Starting soon is an Andy Clyde two-reeler with a railroad setting. Harry Edwards and Elwood Ullman are preparing the script. Hugh McCollum and Del Lord will produce, with the latter also directing.





Displays On Band Reels

Here are two displays—one advance, one current—used by Manager W. S. Samuel for the engagement of two musical short reels, Vitaphone's "Eddie Delange and Orchestra" and "Symphony of Swing" at the Rex Theatre, Arp, Texas. This serves to bring up a question: "Are you giving short subjects the promotion they deserve?"

Vitaphone

The academy awards short subject will be released on April 20 under a schedule just set up by Norman H. Moray, short subject sales manager, who is now conferring with Jack L. Warner and Gordon Hollingshead. Special shots of award winners have been completed for the picture under the personal direction of Frank Capra. Picture, which will be released in two reels, will be titled "Cavalcade of Academy Awards."

Tieup on "Bowling Skill"

To enable exhibitors to cash in on the current popularity of bowling, which is now receiving national newspaper coverage through scheduled major tournaments, Paramount has completed an exploitation tie-up with the Brunswick-Balke-Collender Company on its current short subject release "Bowling Skill." Special promotional material, consisting of stills and posters, will be available.

Aeronautical Angles

By appealing to young students studying aeronautics, arranging model plane contests, and enlisting the cooperation of local airport authorities, you can make "Sky Fighters" a subject of box office value.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 23)

PARAMOUNT (No. 59)—American planes eliminate Bermuda stop; U. S. mail removed at Gibraltar; Salute to courageous sportsmen; World's Fair spruces up; Daffodils in bloom at Sumner, Wash.; Tow planes across Canadian border; Mauretania and Queen Mary prepared for sailing; U. S. blasts way for war building.

MOVIETONE (Vol. 22, No. 56)—Fire in New Jersey; Mauretania off for unknown port; U. S. blasts way for war building; Daffodils in bloom at Sumner, Wash.; Auto stunt drivers; Truman Talley inspects Maginot Line; Hockey, Rangers vs. Bruins; Golden Gloves finals; Ski meet at Snoqualmie, Wash.; Lew Lehr and large baby.

NEWS OF THE DAY (Vol. 11, No. 254)—Fire in New Jersey; S.S. Queen Mary prepared for sailing; Japanese ski troops; U. S. blasts way for new war building; Fashions; Daffodils in bloom at Sumner. Wash.; Ski meet at Snoqualmie, Wash.; Auto stunt drivers; Golden Gloves finals.

PATHE (Vol. 11, No. 71)—British ships to leave U. S.; Fire in New Jersey; School press convention; U. S. blasts way for war building; Auto stunt drivers; Hockey, Rangers vs. Bruins; Golden Gloves finals.

UNIVERSAL (Vol. 12, No. 860)—Planes towed across Canadian border; Reds riot on 5th Ave.; U. S. blasts way for war building; Fire in New Jersey; New navy sub chaser; New adult playground; Daffodils in bloom at Sumner, Wash.; Golden Gloves finals; Ski meet at Snoqualmie, Wash.; Hockey, Rangers vs. Bruins.

(Released Wednesday, March 20)

PARAMOUNT (No. 58)—Tests for new liner; Louisiana tornado; Florida beach models; Ohio mine blast; Police dogs join force; Train, truck crash in Texas; Welles confers with European leaders; French release "doctored" German war films; Ambulance driver home from Finland; Harold Dahl returns home; Science studies "Angel Man."

MOVIETONE (Vol. 22, No. 55)—Welles confers with French leaders; New York's Irish parade; Japanese ski troop maneuvers; Harold Dahl returns home; Anzac troops transported to Middle East; Baltimore hospitals get iron lung; Clipper plane gets test over Seattle; New glass hats; Lew Lehr and axe-thrower; Colorado U wins basketball title; Johnny Paycheck to meet Joe Louis; Police dogs join force; White Mountain ski races; Big leaguers in training.

NEWS OF THE DAY (Vol. 11, No. 253)—Welles confers with French leaders; Poland in exile parades in France; R.A.F. raiders bomb Germans with leaflets; Louisiana tornado; Bombing group fly over California; New York's Irish parade; Texas quadruplets show Easter bonnets; National League wins charity game; Colorado U. wins basketball title.

PATHE (Vol. 11, No. 70)—Ohio mine blast; American Legion forms war aid bureau in France; U. S. volunteers arrive home from wars; National Guard called in Oklahoma feud; National League wins charity game; Thousands mob Billy Rose tryouts; Police dogs join force; Colorado U. wins basketball title.

UNIVERSAL (Vol. 12, No. 859)—New York's Irish parade; Swiss get a navy; Bombers fly over Yosemite; Louisiana tornado; Ohio mine blast; New glass hats; Dogs trained for police work; Huge stratoliner tried out; Harold Dahl back from Spain; National League wins charity game; Colorado U. wins basketball title.

Don't Keep Your Newsreel a Secret

The exhibitor who seldom, if ever, announces his newsreel not only causes patrons to miss important events in world affairs but also cheats himself out of extra grosses. Some have the mistaken impression that since the newsreel is a weekly institution, it isn't necessary to advertise the individual issues. The patrons, they reason, naturally expect the reel twice a week, so why advertise?

One laboring under such a misapprehension doesn't stop to realize that in each and every issue are subjects of vital interest—if not to everyone, then to certain groups who might not otherwise attend the performance. It might be a story of a great sporting event, of a bathing beauty contest in which a relative is to be seen, of a dog show, not to mention the scenes from the theatres of war in Europe. Almost every newsreel clip suggests tieups—fashions, sporting goods stores, and many others that can only be realized when the alert manager looks over his advance synopsis sheet. As for the war scenes, extremely rare are the persons who aren't interested in what's going on abroad.

Bill your news out in front, listing the various subjects. For your ads, at least pick out the most important items, if not all of them. Just as you have a weekly reader about your feature attraction, so should you have one about the newsreels. Perhaps you can persuade your editor to use the advance synopsis sheet. Post cards or program inserts might be mailed to those who desire to be informed on what's to be shown. An announcement to this effect might be posted in the lobby. You'll find a majority of your patrons putting their names on your mailing list.

Through the newspapers and the radio, people hear the news. At your theatre, they can look upon the news as though they were actual eye-witnesses. Why, then, keep your newsreel a secret?

"Information Please" Gets Tieups In Campaign for Toronto Theatre

Impressive tieups for a short subject were run up by the Imperial Theatre, Toronto, for the first "Information Please" unit. The cooperation between the theatre and Canada Dry Ginger Ale, sponsors of the radio broadcast featuring the "experts," brought about full window displays in twenty-five stores. A one-sheet was spotted in each of these.

Canada Dry's thirty-five delivery trucks were bannered and carried full credits for the playdate.

The Ontario broadcasting stations over which "Information Please" is programmed plugged the Imperial Theatre showing.

Personal Appearance

After booking MGM's short subject, "Pound Foolish," Manager Dave Martin of the United Artists Theatre, Inglewood, California, got in touch with the friend of a friend of a friend who knew a friend of Neil Hamilton, and thereby succeeded in getting Hamilton, who has a leading role in the Crime Doesn't Pay subject, to make personal appearances at the theatre during its run. He gave interesting talks on crime prevention to packed houses. Here is splendid short subject promotion, and the "co-conspirator" of the stunt was Earl Jones, Martin's assistant.

Brown Plugs "Sky Game"

Marvin Brown, manager of an Interstate theatre at Brownsville, Texas, knowing that "Sky Game" was the kind of short the folks in the valley would enjoy, went after the sporting goods shops and the hunters in his campaign. As a result, they all came in droves.

Short Subject Reviews

TWO OF A KIND

Prod. No. R9-9 — *Fine*

Para — **Spotlight No. 9** — **10 mins.**

Comment: This is a compilation of various brother and sister pairs and twins in the athletic world. Included in the aggregation are the Rideout twins of Texas, champion runners; the Patrick boys and their dad, Lester Patrick, of the New York Rangers hockey team; Harvard's Charlie Brickley and his two sons whose kicking ability is equally good; the Rudd brothers of Florida, champion swimmers; the Hopkins sisters of California, also swimmers; Ken and Walt Wilhelm, archers; the Hogue twins, professional boxers and finally the di Maggios, baseballers extraordinary. The diversity of the material and the fine action shots cleverly interpersed with comedy give this subject a high rating.

Exploitation: Offer prizes for the best brothers or sisters in athletics in your town. Get announcements in all the sports shops.

FEMALES IS FICKLE

Prod. No. E9-3 — *Good*

Para. — **Popeye No. 3** — **7 mins.**

Comment: Oliveoyl has a trained goldfish on a boat and the fish jumps off. At Oliveoyl's request, Popeye goes into the water to rescue it and, after an heroic struggle, succeeds. But Oliveoyl finds the fish doesn't want to be confined in a small bowl, and throws it back again. It's standard Popeye stuff, with the spinach can coming into action when Popeye is swallowed by a whale.

Exploitation: A fairly good sized aquarium plus a Popeye doll and a can of spinach would make a sock lobby piece for this cartoon. Appropriate copy on the outside can explain what it is all about.

GEORGE OLSEN AND HIS MUSIC

Prod. No. A9-7 — *Peppy*

Para. — **Headliner No. 7** — **10 mins.**

Comment: The band with entertainers sings and plays a number of popular songs, including "Horses," "With the Wind and the Rain in Your Hair," "She Broke His Heart of Oak 'Neath the Old Oak Tree" and "Chirichiribin." Among the entertainers are Jean Blair, singer; the Harrison Sisters, singers; The Bachelors; Ronnie Mansfield and the man who plays the new electric organ and practically makes it sing. Leslie Roush directed this subject.

Exploitation: Every jitterbug in town is a potential fan, so get a notice up on every juke box. Get the local jitterbug groups and swing clubs to attend en masse. Tie up with music stores on the songs and Olsen's recordings.

ANTS IN THE PLANTS

Prod. No. C9-3 *(Tech.)* — *Good*

Para. — **Color Classic No. 3** — **7 mins.**

Comment: The ant-eater is on his way to the ants' village. The ants put up a valiant fight, but are finally captured along with their Queen. Just when it looks as though the ant-eater is going to have a fine meal, a Suicide Squad invades his shirt, tickling him so that the ants can leave. It is an amusing cartoon, with a different subject for a change. Dave Fleischer directed.

Exploitation: Borrow an "ant-village" from a local store for a display and also get a poster tieup in the window of such stores.

WAY BACK WHEN A NAG WAS ONLY A HORSE

Prod. No. B9-2 — *Okay*

Para. — **Stone Age Cartoon No. 2** — **7 mins.**

Comment: Henry Stonehatchet visits a department store of the Stone Age and gets himself into all kinds of difficulties with early day escalators, etc. and furthermore gets mixed up with some cutie cavegirls. His big overbearing wife raises Ned with him for all this. It's a fair cartoon, the second in the series. Dave Fleischer directed.

Exploitation: Contrast the Stone Age department store with present day ones for a laugh. You might get some of the local emporiums to tie up with you on this angle. Newspapers running the Stone Age cartoons should also be tied in with the subject.

NOT SO DUMB

Prod. No. V9-7 — *Excellent*

Para. — **Paragraphic No. 7** — **10 mins.**

Comment: This subject, made by the unit which made "Busy Little Bears," Academy Award Winner for 1939, bids fair to attract equal attention for 1940. It is solely a picturization of a number of intelligent animals. A cat goes to the man milking a cow because it wants milk, a dog brings a pan up to get his. A raven performs amazing tricks and Oscar, a penguin, is the screen's newest comedian. He solemnly walks through the streets, dodging traffic, proceeds up and down steps in his funny little way and generally stars in the picture. A well-trained lion is the final clip in the subject. Frank Crumit is the narrator.

Exploitation: Plug it as made by the producers of the Academy winner for 1939. Get a line in pet shop windows and zoos.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 23)

CAPITOL—The Fishing Bear (MGM) rev. 2-3-40; What's Your I. Q. (MGM) rev. 3-9-40.
CENTER—Pennant Chasers (RKO-Pathe); The Ugly Duckling (RKO-Disney) rev. 10-22-38.
CRITERION—Vacation Diary (RKO-Pathe) rev. 2-17-40; The Curious Puppy (Vita.)
GLOBE—The First Robin (20th-Fox); Top-notch Tennis (20th-Fox) rev. 2-24-40; The Silly Season (20th-Fox) rev. 11-18-39.
PARAMOUNT—Busy Little Bears (Para.) rev. 11-11-39; Females Is Fickle (Para.) rev. this issue.
RADIO CITY MUSIC HALL—Information Please No. 7 (RKO-Pathe).
RIALTO—Rhythm Jamboree (Univ.) rev. 2-10-40.
RIVOLI—Aida (Guaranteed Pictures); Jerusalem (UA) rev. 10-8-38.
ROXY—For Outdoors (20th-Fox); Kitten's Mittens (Univ.) rev. 2-24-40.
STRAND—Africa Squeaks (Vita.) rev. 2-24-40.

CHICAGO LOOP

(Week Ending March 23)

APOLLO—Seabiscuit (Capitol): Popular Science No. 4 (Para.)
CHICAGO—Following the Hounds (20th-Fox) rev. 2-24-40.
GARRICK—Dave Apollon and Orchestra (Vita.); The Old South (MGM) rev. 2-3-40; Pictorial (Para.).
ROOSEVELT—Home Movies (MGM) rev. 3-9-40; Much Ado About Nothing (20th-Fox).
UNITED ARTISTS—Art in Hollywood (Col.) rev. 3-16-40; Ali Baba Bound (Vita.)

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

With "Irene" set for early release, Producer-director HERBERT WILCOX is trying to secure "Sally" as a future vehicle for ANNA NEAGLE. If the deal goes through, the picture will be WILCOX's next musical for RKO.

ALBERT BASSERMAN, who made such a hit in "Dr. Ehrlich," has been signed by WARNER BROS. to portray the role of ROCKNE'S father in the forthcoming production of "The Life of Knute Rockne," which will be directed by WILLIAM K. HOWARD. The studio also announced that RONALD REAGAN has been assigned one of the top roles.

PETER LORRE, currently working in Columbia's "Dead Man's Isle," has been signed by the studio for two more features.

JESSIE RALPH, famous character actress of stage and screen, will have one of the top supporting roles in Paramount's "I Want A Divorce," now before the cameras with JOAN BLONDELL and DICK POWELL in the co-starring roles. The cast also includes GLORIA DICKSON, FRANK FAY and SIDNEY BLACKMER.

Republic's "The Crooked Road" went before the cameras a few days ago with EDMUND LOWE and IRENE HERVEY in the top roles. HENRY WILCOXON and CLAIRE CARLETON head the large supporting cast. PHIL ROSEN is directing.

HARRY SHERMAN will begin production of his 1940-41 "Hopalong Cassidy" series around the first of April. The first of the series is still untitled, but the second will be "Doomed Caravan," based on the novel "The Guardian Devil" by JOHNSTON MCCULLEY.

"I Love You Again," a romantic comedy co-starring WILLIAM POWELL and MYRNA LOY, is scheduled to start at MGM about April 1. W. S. VAN DYKE will again pilot the screen romance of POWELL and MISS LOY, and LAWRENCE WEINGARTEN will produce.

Universal is negotiating with KEN MURRAY for one of the top roles in its forthcoming production, "Confucius Say," set to go before the cameras within the next three weeks.

SHIRLEY TEMPLE'S starring picture, "The Young People," went before the cameras at 20th Century-Fox under the direction of ALLAN DWAN. The cast includes JACK OAKIE, GEORGE MONTGOMERY, CHARLOTTE GREENWOOD and ARLEEN WHELAN.

Producer EDWARD FINNEY completed shooting on Monogram's "Pals of the Purple Sage," Tex RITTER starrer, and started work immediately on "Cowboy From Sundown," another RITTER musical western. PAULINE HADDON has the feminine lead in the latter, which is being directed by SPENCER BENNETT.

Director RICHARD WALLACE started tests last week for roles in HAL ROACH'S "Captain Caution," scheduled to go into production April 15. VICTOR MATURE is the only player set to date.

Production on HAROLD B. FRANKLIN'S "The Villain Still Pursued Her," based on the stage play "The Drunkard," started a few days ago under the direction of EDWARD F. CLINE. The cast includes BUSTER KEATON, HUGH HERBERT, ANITA LOUISE, ALAN MOWBRAY and RICHARD CROMWELL. The picture will be released by RKO.

Producer-director WESLEY RUGGLES has set April 8 as the starting date of the next Columbia picture "Arizona." WILLIAM HOLDEN has been assigned the male lead opposite JEAN ARTHUR.

LARRY DARMOUR has purchased "Keep 'Em Alive" for his next JACK HOLT starrer, and has retained the author, ALBERT DE MOND, to complete the script. The picture will go before the cameras April 7 with LEWIS D. COLLINS directing.

With JOEL MCCREA in the leading role, WALTER WANGER'S "Personal History" went into production under the direction of ALFRED HITCHCOCK. Feminine lead will be announced in a few days.

PRISCILLA LANE and JEFFREY LYNN have been tentatively set for the leads in Warner Bros. "Episode," set to go before the cameras shortly as a high-budget production. KURT BERNHARDT will direct.



Comedy Trio

JOYCE COMPTON, CAROLE LANDIS *and* MARY ASTOR *as they appear in "Turnabout," the* HAL ROACH *farce-comedy.* ROACH *is producing and directing from the famous* THORNE SMITH *novel. The stellar cast features* ADOLPHE MENJOU, CAROLE LANDIS, JOHN HUBBARD, WILLIAM GARGAN, VERREE TEASDALE *and* MARY ASTOR. *A United Artists release.*



He Dances and Sings

The "La Conga" is what HUGH HERBERT *calls it, but the boys on the set had their own ideas. The picture is Universal's "La Conga Nights" and the cast, besides* HERBERT, *includes* CONSTANCE MOORE, DENNIS O'KEEFE *and* EDDIE QUILLAN. LEW LANDERS *directs.*

"Mill Stream" Autry's Next

"The Old Mill Stream" gets the "go" signal this week at Republic with GENE AUTRY in the leading role supported by SMILEY BURNETTE and JUNE STORY. FRANK MCDONALD, who recently completed "In Old Missouri," the WEAVER BROTHERS and ELVIRY feature, will direct.

Warner's Set Starting Dates

Starting dates on four of Warners' top-budget productions have been set. On March 25, "The Life of Knute Rockne" goes before the cameras followed by "The House on the Hill" on April 1; "City for Conquest" on April 22; and "This Man Reuter" on May 13. All four pictures will be under the supervision of HAL B. WALLIS, executive producer of Warner Bros. studio.

Fine Arts Ready to Shoot

FRANKLYN WARNER, President of Fine Arts, announced that production will get under way at the new Fine Arts Studio, formerly Grand National, as soon as construction work is completed at the plant. WARNER has five scripts ready to go, and studio manager DICK PEARL is lining up his personnel for an early start.

Recording Completed

BING CROSBY and GLORIA JEAN completed recording of the five songs they will sing in Universal's "If I Had My Way," currently before the cameras under the producer-directorship of DAVID BUTLER.

Lubin Sells Story

ARTHUR LUBIN sold an original story "City Grows Dark" to Producer MIGUEL TORRES, and has been set to direct the picture.



Talking Over Action

GEORGE SANDERS, *who plays the title role in the RKO Radio "Saint" series, checks with Director* GEORGE HIVELY *(right) on action for "The Saint Takes Over," latest in the series of dramas based on mystery novels by* LESLIE CHARTERIS. WENDY BARRIE *plays the feminine lead in this offering which also features* JONATHAN HALE, PAUL GUILFOYLE *and other well-known players.*

Warner Bros. Will Split Lane Sisters

WARNER BROS. will dissociate the LANE sisters, PRISCILLA and ROSEMARY, on future films, with the exception of pictures in the annual "Four" series. "Four Mothers," next in the series, will be 1940's sole screen reunion for the sisters. The studio has decided to guide the star careers of PRISCILLA and ROSEMARY in separate channels, following consideration of their recent pictures.

PRISCILLA'S most recently completed picture is "Three Cheers for the Irish," and ROSEMARY'S latest is "An Angel From Texas." In the future, PRISCILLA will be given a wider range of dramatic roles and ROSEMARY will be cast in romantic comedies.

Loos Writes "Angel"

ANITA LOOS, who recently signed a new term contract with MGM following completion of the screenplay on "Susan and God," has been assigned to work on "I Married An Angel," produced as a musical on the stage by the Shuberts. The picture will be produced by HUNT STROMBERG.

Jones Returns for "Interlochen"

ALLAN JONES, absent from Hollywood since he finished "The Great Victor Herbert," returned to Paramount to prepare for his next assignment, "Interlochen," in which SUSANNA FOSTER will have a leading role. Production is scheduled to start shortly with ANDREW STONE producing and directing. JONES has been on a cross country concert tour.

Lockhart Signed for "Pago Pago"

GENE LOCKHART has been signed by Producer EDWARD SMALL for a featured role in "South of Pago Pago," joining a cast headed by JON HALL, VICTOR MCLAGLEN and FRANCES FARMER. The picture, which will be released by United Artists, is being directed by ALFRED WERKER.

Lesser Scoring "Our Town"

Producer SOL LESSER has arranged with AARON COPLAND, the nation's foremost composer of modern American music, to do the musical score on "Our Town," his first production for United Artists release. COPLAND'S last assignment was the music for HAL ROACH'S "Of Mice and Men."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Just to be different, RKO is planning to produce "Millionaires in Prison," the first penitentiary story that does not feature a prison "break" . . . a swell idea and a big saving in ammunition. Next on tap will be a horse-opera without a singing cowboy.

Our snooping reporter tells us that SOL LESSER'S "Our Town" will be hailed as the "surprise" picture of the year . . . the kind you have always hoped to see. Don't forget to remember that we told you.

The undergraduates of Yale have invited WARNER BROS. to stage the world premiere of "It All Came True" at New Haven, with ANN SHERIDAN attending . . . which should prove that a college education means something these days. We suppose Harvard will now hang its head in shame. Oomph.

That guy running down Hollywood Boulevard the other A.M. was only CECIL B. DEMILLE'S eighth assistant on the sixth unit of "North West Mounted Police." Understand he was looking for a horse cop.

MAE CLARKE, the lady JAMES CAGNEY crowned with a grapefruit a few years ago, returns to pictures in Republic's "Women in War." From grapefruit to bullets in one easy jump.

NEWS ITEM: HEDY LAMARR, the glamorous, has had her hair cut for MGM's "Boom Town," putting part of Hedy on the cutting room floor. We're waiting breathlessly for the announcement that CLARK GABLE and SPENCER TRACY will shave . . . not a bad thought when you consider their last pictures.

WILLIAM HOLDEN can truthfully be called the "Golden Boy" of the screen. BILL has just completed one of the top roles in SOL LESSER'S "Our Town," and grabs another plum as the male lead in WESLEY RUGGLES' "Arizona," at Columbia . . . and he's getting all the breaks on the merit of his work. Keep it up, BILL.

Univ. Buys "Black Diamonds"

"Black Diamonds," an original by SAM ROBIN, has been purchased by Universal for its next DICK ARLEN-ANDY DEVINE feature. Shooting starts early in April.



Rehearsal

ANN SHERIDAN *does a scene for Director* WILLIAM KEIGHLEY *on the "Torrid Zone" set at Warner Bros.*

Salkow Starts "Lone Wolf"

With WARREN WILLIAM in the title role and VICTOR JORY and GEORGIANA LANE in the top supporting roles, Director SIDNEY SALKOW started shooting of Columbia's "Lone Wolf Meets a Lady."

Nancy Kelly "Four Sons" Lead

NANCY KELLY has been set for the feminine lead in 20th Century-Fox's "Four Sons," which ARCHIE MAYO will direct under the production guidance of HARRY JOE BROWN. EUGENIE LEONTOVICH, wife of GREGORY RATOFF, was signed for the role of the mother in the picture. Casting of the four sons will be announced shortly.

Tom Mix to Produce

TOM MIX, star of the silent films, is planning to produce a series of six western pictures at a cost of $50,000. each. MIX is organizing his own company, to be known as Tom Mix Productions, and has already arranged for financing. Releasing deal will be announced shortly.

Team Lombard-Laughton

CHARLES LAUGHTON and CAROLE LOMBARD have been assigned as stars in "They Knew What They Wanted," SIDNEY HOWARD play which RKO has purchased from MGM. GARSON KANIN will direct with ERICH POMMER producing. The picture was made by MGM a few years ago.

Just His Size

After scouting a week for a horse strong enough to gracefully carry his weight, DON WILSON *(left), 300-pound radio announcer, has made good his promise to Producer* HARRY SHERMAN *to produce the animal. The genial radio announcer who has been cast in the role of "Slim," in "The Round-up," is shown in this photo with the producer and* WILLIAM BOYD *(right).*



Advance Dope

SUSAN AND GOD

MGM Drama Not Set

Selling Names: Joan Crawford, Fredric March, Rita Quigley, Ruth Hussey, John Carroll, Rita Hayworth.
Director: George Cukor.
Producer: Hunt Stromberg.
Story Idea: Joan Crawford, whose marriage to Fredric March, is not much more than a pretense because she is a self-centered and frivolous woman, adopts religion as a fad. What she preaches upsets most of her irresponsible friends, and she finally discovers that she must fall back upon it in all seriousness, when she has to meet a crisis in her own life.
Catchline: "She found a way of salvaging her own life with the man she loved."

COWBOY FROM SUNDOWN

Mono Western Not Set

Selling Names: Tex Ritter, Pauline Haddon, Carleton Young, George Pembroke.
Director: Spencer Bennett.
Producer: Edward Finney.
Story Idea: Tex Ritter, sheriff, quarantines all the ranches in the valley because of hoof and mouth disease. Plagued by a merciless drought, the ranchers blame Tex for all their troubles. He catches George Pembroke, the banker, and his son, Carleton Young, treating the cattle with acid to make false symptoms of the disease appear. This was done to cause the ranchers to go bankrupt, so they could take over their land. Tex arrests the entire gang.
Catchline: "Tax battles for the ranchers, against tremendous odds."

DOWN WENT McGINTY

Para Drama August 9

Selling Names: Brian Donlevy, Muriel Angelus, Akim Tamiroff.
Director: Preston Sturges.
Producer: Paul Jones.
Story Idea: Brian Donlevy rises from the bread line to be Governor of a State, due to the influence of Akim Tamiroff, a crooked political boss. When he feels he has enough power to oppose Tamiroff and head an honest administration, he tries to straighten things out, but is framed and thrown into jail for tax evasion. He ends up tending bar in a South American cafe, with Tamiroff still his boss.
Catchline: "From the bread line to Governor."

ANDY HARDY MEETS DEBUTANTE

MGM Drama Not Set

Selling Names: Mickey Rooney, Lewis Stone, Fay Holden, Judy Garland.
Director: George B. Seitz.
Story Idea: Mickey Rooney becomes infatuated with the magazine pictures of a New York debutante, and when twitted about this by his friends, lies and tells them they are in love with each other. When Lewis Stone brings the family to New York, Mickey tries to meet the girl, but this leads him into loads of trouble. He eventually gets his picture taken with her, through Judy Garland, another New York girl, who had visited Carvel and was a friend of the family.
Catchline: "Andy finds romance and disaster in high society."

THE SEA HAWK

WB Drama Not Set

Selling Names: Errol Flynn, Brenda Marshall, Claude Rains, Flora Robson, Donald Crisp, Alan Hale.
Director: Michael Curtiz.
Assoc. Producer: Henry Blanke.
Story Idea: Errol Flynn, one of the most feared privateers of Queen Elizabeth's reign, is brought before the Queen (Flora Robson) because Claude Rains, Spanish Ambassador and his niece, Brenda Marshall, protest the seizure of their ship. When he tells the Queen about the enslaved Englishmen he has released and shows her the treasures he has retrieved, he is forgiven. He is sent on the dangerous mission of bringing to light the papers proving Spain's intention of capturing England. In this he succeeds with Brenda's help and is knighted for his service to his country.
Catchline: "Out of the stirring history of England's famous Queen, come these heroic sea fighters."

FLIGHT 8

WB Drama Not Set

Selling Names: Dennis Morgan, Wayne Morris, Virginia Bruce, Ralph Bellamy, Jane Wyman.
Director: Lewis Seiler.
Assoc. Producer: Edmund Grainger.
Story Idea: Dennis Morgan, airline pilot, and Wayne Morris, his co-pilot, have been working on a stratosphere plane, which is ready for testing, when Morgan is told he cannot do any more flying because his eyes have gone bad. Virginia Bruce, a stewardess, while trying to straighten him out, realizes they love each other, so they elope. He makes the test flight against orders and almost cracks up. Then Ralph Bellamy, Superintendent of the airlines, arranges for him to report to the Army Aviation training school to be an instructor.
Catchline: "Two buddies with but a single dame."

The Box Office Slant

The Outsider

(*Continued from page* 19)

by Paul L. Stein. Screenplay by Dudley Leslie Brandon from the novel by Dorothy Brandon. Photography by Gunther Krampf, Settings by Cedric Dawe. Film editor, Flora Newton. Produced by Walter C. Mycroft.

Plot: Mary Maguire is a cripple because an unqualified practitioner irreparably damaged the bones of her leg when an infant. She is in love with Hill but unwilling to marry him when a cripple. Leister, Mary's father, a famous surgeon is bitterly opposed to all unqualified practitioners, and chiefly to Sanders, who has had considerable success curing people whom Leister called incurable. Against his wishes Mary puts herself in Sanders' hands for a year. At the end of that time, Hill no longer loves her, but she and Sanders have fallen in love and, when she is cured, everything ends well.

Comment: But for the strong English accents throughout this picture, it would be good fare for American audiences, particularly if pruned considerably. Almost 20 minutes of film time could be eliminated profitably. Sanders gives his usual fine performance and Mary Maguire is a very beautiful girl and a capable actress. The scene in which Sanders tests Mary's legs after the treatment is a memorable piece of screencraft and a credit alike to the director and the players. The dialogue includes some comments on the European situation which will give it an up-to-date note, although the picture was made before the War. Tie up with book stores on the novel and run teaser ads on the title. Plant publicity stories about unqualified practitioners and medical ethics. Invite local doctors to a special screening. **(FAMILY)**

Catchline: "Crippled for life, said the doctors, but she followed an outsider and walked."

AUDIENCE SLANT: EXCEPT FOR SOME OF THE ENGLISH ACCENTS AND A TENDENCY TO DRAG, THE AVERAGE AUDIENCE CAN HAVE LITTLE FAULT TO FIND.

BOX OFFICE SLANT: BECAUSE OF SANDERS' CURRENT POPULARITY, IT OUGHT TO DO BETTER THAN THE AVERAGE NAMELESS ENGLISH PICTURE.

Tear Gas Squad

(Hollywood Preview)

WB Drama 58 mins.

(Prod. No. Not Set—Nat'l Release, Not Set)

Cast: Dennis Morgan, John Payne, Gloria Dickson, George Reeves, Frank Wilcox, Harry Shannon, Mary Gordon, Adrian Morris, Ben Welden, Herbert Anderson, Julie Stevens, Wilfred Lucas, De Wolf Hopper, Dick Rich, William Gould, John Hamilton, Edgar Buchanan, Frank Mayo and others. **Credits:** Original screenplay by Charles Belden, Don Ryan and Kenneth Gamet. Director of photography, Sid Hickox. Art director, Charles Nobi. Film editor, Louis Hesse. Music and lyrics, M. K. Jerome and Jack Scholl. Directed by Terry Morse. Associate producer, Bryan Foy.

Plot: Dennis Morgan, cafe singer, kisses Gloria Dickson the first time he sees her. She invites him to her home, thinking to embarrass him, but his singing of Irish songs wins over her police lieutenant father, Harry Shannon, and her whole family. Jealous of her policeman suitor, John Payne, Morgan joins the police training school under Payne. Despite stiff "hazing," he qualifies and is assigned to the police glee club. Morgan's younger brother, a druggist, by quick thinking, captures a major gangster, Ben Welden, so his aide, Adrian Morris, returns and kills the druggist. Although suspended for a fight with Payne, Morgan gets into the man hunt, captures the killer, saves Payne's life and wins the girl.

Comment: A short feature and lacking marquee names, this picture has as its outstanding feature the singing of Dennis Morgan (who does two new songs and earned preview audience applause besides for "When Irish Eyes Are Smiling"). Of interest also are the short shots of the training of police recruits, although this could well have one impossible bit of horse play cut out. The plot is completely transparent, but all of the principals carry out their roles well enough to hold interest after you get them in the theatre. This feature is not strong enough for a solo showing, but is exceptionally fitted as a companion offering with a heavy dramatic type picture. There is a natural tieup with your police force's glee club or band, with the former planted for a radio broadcast, so that plugs for your picture can also be included. If there is a police training squad in your city, make them honor guests on the opening night. A good Saturday stunt would be to place the necessary mats in your lobby and have the department's jiu-jitsu instructor there in person to demonstrate some of the holds which are taught officers. Put up an attractive cup to be awarded winners in marksmanship on the police range, with these prizes awarded from your stage. **(FAMILY)**

Catchline: "From a make-believe to a real police officer."

AUDIENCE SLANT: THOSE YOU GET IN WILL LIKE DENNIS MORGAN'S SINGING, WITH THE REST TOO SHORT TO WORRY THEM.

BOX OFFICE SLANT: NOT STRONG ENOUGH TO SOLO BUT A FINE COMPANION FEATURE FOR A HEAVY DRAMATIC OFFERING.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability:* (F) *Family.* (A) *Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		.....	Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	.....	Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band		7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan		.....	Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		.....	Reissued
Our Daily Bread (D)	75	Tom Keene-John Qualen	(A)	.....	Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston		.....	Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		.....	Reissued
Sky Devils (C-D)	88	Spencer Tracy		.....	Reissued
Street Scene (D)	79	Sylvia Sidney		.....	Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire		.....	Reissued
Tombstone Canyon (W)	67	Bob Burns		.....	Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff		.....	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA 1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant	(F)	5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Trapped in the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	b3/2/40
Dead Man's Isle		Peter Lorre-Rochelle Hudson		.....	In Prod.
Doctor Takes a Wife (D)		Loretta Young-Ray Milland		4/25/40	a2/24/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Fugitive From a Prison Camp		Jack Holt-Marian Marsh		.....	In Prod.
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature		4/18/40	In Prod.
Lone Wolf Meets a Lady (My)		Warren William-Esther Muir		.....	In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Man With Nine Lives		Boris Karloff-Jo Ann Sayers		4/11/40	In Prod.
Men Without Souls (D)		John Litel-Rochelle Hudson		3/4/40	a2/17/40
(Former title, "Escape from the Big House")					
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D)	63	Jack Holt-Irene Ware	(F)	3/7/40	h2/17/40
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo		.....	a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
Texas Stagecoach (W)		Chas. Starrett-Iris Meredith		6/6/40	a1/27/40
(Former title, "Texas Express")					
Those High Gray Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)	82	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D)	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39
(Reviewed as "Spy in Black")					

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Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal	(F)	7/14/39	b7/8/39
Wizard of Oz (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

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Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful		Jean Muir-Robert Cummings		4/5/40	In Prod.
Andy Hardy Meets Debutante (C)		Mickey Rooney-Lewis Stone		.....	a3/23/40
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Boom Town (D)		Gable-Tracy-Lamarr-Colbert		.....	In Prod.
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Strange Case (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson		.....	a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)		Robert Young-Helen Gilbert		3/29/40	a12/9/39
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson		4/26/40	a1/13/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	.....	b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
Mortal Storm		Margaret Sullavan-Jas. Stewart		.....	In Prod.
New Moon (D)		Jeanette MacDonald-Nelson Eddy		4/5/40	a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice (D)		Greer Garson-L. Olivier		.....	a3/2/40
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Stars Look Down (D)	140	Lockwood-Redgrave	(A)	.....	b3/16/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)		Joan Crawford-Fredric March		.....	a3/23/40
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
Twenty Mule Team		Wallace Beery-Leo Carillo		.....	In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell		4/19/40	a2/17/40
Waterloo Bridge (D)		Vivien Leigh-Robert Taylor		.....	a3/16/40
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

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Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong in Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	54	Jack Randall	(F)	10/31/39	b11/18/39
Riders of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D)	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
(Reviewed as "Dangerous Fingers")					
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

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Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley		2/24/40	a2/3/40
Covered Wagon Trails (W)		Jack Randall		4/10/40	In Prod.
Cowboy from Sundown (W)		Tex Ritter		.....	a3/23/40
Danger Ahead (W)	60	James Newill-Dorothea Kent		1/10/40	a12/23/39
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/5/39	a10/17/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D)	63	Warren Hull-Kay Linaker		1/20/40	a12/23/39
(Former title, "Front Page Lady")					
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People (D)		Will Fyffe		4/30/40	In Prod.
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Pals of the Purple Sage (W)		Tex Ritter-Sugar Dawn		4/20/40	a3/16/40
(Former title, "Colorado Trail")					
Phantom Pilot		James Newill		4/15/40	a3/16/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker		3/30/40	a3/9/40
Tomboy		Marcia Mae Jones-Jackie Moran		4/5/40	a3/16/40
Tornedo Raider (D)		Barry Mackay		2/28/40	Not. Rev.
Westbound Stage (W)	52	Tex Ritter		12/15/39	b3/2/40
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

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Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b3/18/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT

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Title	Mins.	Stars		Rel. Date	See Issue of
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

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Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/3/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Dr. Cyclops (Tech.)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Down Went McGinty (D)		Brian Donlevy-Akim Tamiroff		8/9/40	a3/23/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)		Bob Hope-Paulette Goddard			a3/16/40
Golden Gloves (D)		John Cagney-Robert Ryan		8/2/40	a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Henry Aldrich No. 1		Jackie Cooper-Leila Ernst			In Prod.
Hidden Gold (W)		Wm. Boyd-Russell Hayden		6/7/40	a12/16/39
		(Former title, "The Man From Bar 20")			
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
I Want a Divorce		Dick Powell-Joan Blondell			In Prod.
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of the Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Northwest Mounted Police (Tech.)		Cooper-Carroll-Foster-Goddard			In Prod.
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		5/10/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		6/28/40	a1/20/40
		(Former title, "Woman from Hell")			
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		6/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)	63	Wm. Boyd-J. Clayton-Haden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		7/12/40	a1/13/40
		(Former title, "Hold Your Horses")			
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		6/21/40	a11/25/39
		(Former title, "At Good Old Siwash")			
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		7/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/31/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
Anne of Windy Poplars		Anne Shirley-James Ellison			In Prod.
Beyond Tomorrow (D)		Richard Carlson-Jean Parker		4/19/40	a1/6/40
		(Former title, "And So Goodbye")			
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/3/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/5/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Curtain Call (D)		Barbara Reed-John Archer		4/26/40	a3/16/40
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		3/29/40	a12/30/39
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	60	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)		b10/29/39
		(Reviewed as "Sixty Glorious Years")			
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)		Geo. Sanders-Wendy Barrie			a3/16/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes		10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	91	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
You Can't Fool Your Wife (C-D)		Lucille Ball-James Ellison			a3/16/40

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Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/12/39	b4/8/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

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Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Crooked Road (D)		Edmund Lowe-Irene Hervey			In Prod.
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Covered Wagon Days (W)		Three Mesquiteers			In Prod.
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Doctors Don't Tell (D)		Charles Coburn			In Prod.
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			a3/2/40
Grandpa Goes to Town (C)		The Gleasons-Harry Davenport			a3/16/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
In Old Missouri		Weaver Bros.-Elviry			a3/16/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Old Mill Stream (W)		Gene Autry-Smiley Burnette			In Prod.
Pioneers of the West (W)	56	3 Mesquiteers	(F)	3/12/40	a3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette		3/22/40	a2/24/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)		Elsie Janis-Wendy Barrie			In Prod.
Young Buffalo Bill (W)		Roy Rogers-George Hayes			a3/16/40

20TH CENT.-FOX

1938-39

Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

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Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Murder Cruise (My)		Sidney Toler-Marjorie Weaver			a3/9/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound		Warner Baxter-Andrea Leeds			In Prod.
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Gestapo (D)		Margaret Lockwood-Rex Harrison			In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene			a1/27/40
Johnny Apollo (D) (Former title "Dance With the Devil")		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
Lillian Russell (D)		Alice Faye-Don Ameche			a2/24/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Maryland (D) (Tech.)		B. Joyce-Payne-Brennan			a3/9/40
Million Dollar Diamond		Florence Rice-Joan Valerie			In Prod.
On Their Own		Jones Family			In Prod.
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Rogue of the Rio Grande (D)		Cesar Romero-Mary Hughes			In Prod.
Sailor's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne		4/5/40	a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

UNITED ARTISTS 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Duprez-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)	85	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town (D)		Fay Bainter-Frank Craven			a3/2/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Personal History (D)		Joel McCrea-Herbert Marshall			In Prod.
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)	127	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Saps at Sea (C) (Former title, "Two's Company")		Stan Laurel-Oliver Hardy		4/19/40	a12/23/39
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b11/13/40
South of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Turnabout		Carole Landis-Hubbard-Menjou		5/17/40	In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39

UNIVERSAL 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	7/14/39	b7/8/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

1939-40

Alias the Deacon (C)		Bob Burns		6/14/40	a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	3/29/40	b3/9/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D) (Former title, "Test Driver")		Richard Arlen-Andy Devine		2/2/40	a10/21/39
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		5/13/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Jean Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)		Peggy Moran-Johnny Downs			In Prod.
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean		4/26/40	a3/9/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)		Hugh Herbert		5/31/40	a3/16/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me (C)		Tom Brown-Constance Moore		3/15/40	a2/24/40
Man From Montreal (D)	60	Richard Arlen-Andy Devine	(F)	12/8/39	b3/2/40
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W) (Former title, "Vigilante War")		J. M. Brown-Bob Baker		4/5/40	a9/30/39
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey		5/17/40	a3/2/40
Ski Patrol		Luli Desti-Philip Dorn			In Prod.
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W) (Former title, "Galloping Kid")		J. M. Brown-Bob Baker		1/19/40	a9/16/39
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D) (Former title, "Rigadoon")		Lola Lane-James Craig		3/8/40	a1/6/40

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(A)	4/22/39	b3/11/39
Dark Victory (D)	100	B. Davis-G. Brent	(F)	7/22/39	b6/17/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	4/8/39	b4/8/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	8/19/39	b7/22/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/26/39	b8/19/39
Everybody's Hobby (C) (Reviewed as "Hobby Family")	55	Irene Rich-Henry O'Neill	(F)		
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D) (Reviewed as "I Am Not Afraid")	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

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All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas (D)		Albert-Wyman-Reagan		4/27/40	a3/9/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Orchid (C-D)		E. G. Robinson-Sothern-Bellamy			In Prod.
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Flight 8 (D)		Ralph Bellamy-Dennis Morgan			a3/23/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)	4/13/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Bolson	(A)	12/30/39	b12/23/39
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(F)	11/4/39	b9/23/39
Kid Nightingale (C)	58	John Payne			b2/24/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		a3/23/40
Mad Empress (D) (Reviewed as "Juarez and Maxmilian"—States Rights)	95	Modea Novara-L. Atwill	(A)	12/16/39	b4/29/39
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk (D)		Flynn-Marshall-Crisp			a3/23/40
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson			b3/23/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
Till We Meet Again (D) (Former title, "We Shall Meet Again")		Merle Oberon-George Brent		4/20/40	a1/27/40
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39

STATES RIGHTS

Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Reb't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D) (Reviewed as "Hitler, Beast of Berlin")	85	Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Producers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Outsider (D)	91	Geo. Sanders-Mary Maguire	(F)	Alliance	b3/23/40
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/39
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag In the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shora		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev.
Romantic Tunes	Excellent	10	6/17/39
Season's Ideas		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		11	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
CRIME DOESN'T PAY (5)			
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Stuffie	Swell	11	3/ 9/40
What Your I.Q.?	Good	7½	3/ 9/40
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies	A Home	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECT			
Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest		9	Not Rev.
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the Years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops Is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks Is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetable Mystery	Clever	7	10/21/39
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Females Is Fickle	Good	7	3/23/40
Never Sock a Baby	Good	6	11/18/39
Shakespearian Spinach	Funny	7	2/ 3/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Way Back When a Nag Was Only a Horse	Okay	7	3/23 40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7/29/39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Heetic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

1939-40

DISNEY CARTOONS (18) (Tech.)

Officer Duck	A Scream	8	9/16/39

EDGAR KENNEDY (6)

Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.

INFORMATION PLEASE (13)

No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40

LEON ERROL (6)

Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39

MARCH OF TIME (13)

Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican of Pius XII	Box Office	18	2/17/40
Canada at War	Interesting	18	3/ 9/40

RADIO FLASH (8)

Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Twinceuplets		20	Not Rev.

RAY WHITLEY (8)

Bandits and Ballads		17	Not Rev.
Cupid Rides the Range	Very Good	10	9/16/39

REELISMS (13)

Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39

SPORTSCOPES (13)

Aquapoise	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	8	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39

FASHION FORECASTS (4) (Tech.)

Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38

LEW LEHR'S KINDERGARTEN (6)

Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.

MAGIC CARPET OF MOVIETONE (6)

Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Jwl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12/ 9/39

DRIBBLE PUSS PARADE—LEW LEHR (6)

Monkeys is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39

FASHION FORECASTS (4) (Tech.)

For Going Places	Natural For Women	10	9/23/39
For Play Hours	Excellent	10	2/24/40

MAGIC CARPET OF MOVIETONE (6)

Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Evergreen Empire	Interesting	10	9/23/39
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39

SPORTS REVIEWS—THORGERSEN (6)

Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following The Hounds	Outstanding	10	2/24/40
Top Notch Tennis	Good	10	2/24/40

TERRYTOONS (26) (10 in Tech.)

All's Well That Ends Well		7	Not Rev.
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Much Ado About Nothing		7	Not Rev.
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)

Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Muts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)

A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.		8	Not Rev.

GOING PLACES (15)

No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
No. 72		9	Not Rev.

MUSICALS (13)

Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
International Revels		18	Not Rev.
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39

SPECIAL SUBJECT (1)

March of Freedom	Well Done	20	5/20/39

STRANGER THAN FICTION (15)

No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72		9	Not Rev.

VITAPHONE-WARNER 1938-39

Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)		
Boarder Trouble	17	Not Rev.
Broadway Buckaroo ..... Okay	20	6/17/39
Cleaning Up	17	Not Rev.
Fat Chance	20	Not Rev.
Hats and Dogs	20	Not Rev.
Home Cheap Home	20	Not Rev.
Knight Is Young	20	Not Rev.
Murder With Reservations	21	Not Rev.
Projection Room	20	Not Rev.
Rollin' in Rhythm	20	Not Rev.
Seeing Red ..... Entertaining	20	8/12/39
Small Town Idol ..... Has Laughs	20	3/11/39
Sophomore Swing ..... Swell	20	1/14/39
Spare Parts	20	Not Rev.
Stardust ..... Very Clever	18	12/ 3/38
Sundae Serenade	20	Not Rev.
Swing Opera	20	Not Rev.
Toyland Casino ..... Great	22	10/ 8/38
Two Shadows	20	Not Rev.
Wardrobe Girl	20	Not Rev.
You're Next-To Closing	20	Not Rev.
Zero Girl ..... Good	20	8/20/38
COLOR PARADE (13)		
China Today ..... Interesting	11	10/ 8/38
For Your Convenience .. Fair	10	7/ 8/39
Mechanix Illustrated ... Interesting	10	11/26/38
Mechanix Illustrated #2 .. Interesting	10	1/14/39
Mechanix Illustrated #3 .. Interesting	10	3/ 4/39
Mechanix Illustrated #4 .. Interesting	10	6/ 3/39
Mechanix Illustrated #5	10	Not Rev.
Mechanix Illustrated #6	10	Not Rev.
Miracles of Sport ..... Very Good	10	8/27/38
Modern Methods ..... Interesting	10	8/12/39
Nature's Mimics ..... Interesting	10	12/17/38
Points On Pointers	10	Not Rev.
Roaming Cameramen No. 1 ..... Interesting	11	3/25/39
FEATURETS (Tech.) (8)		
Bill of Rights ..... Excellent	20	8/26/39
Campus Cinderella ..... Very Good	18	9/17/38
Declaration of Independence ..... None Better	18	10/15/38
Lincoln in the White House ..... Outstanding	20	1/14/39
Quiet Please ..... Entertaining	20	6/ 3/39
Ride Cowboy Ride ..... Very Good	20	9/30/39
Sons of Liberty ..... Absolutely Tops	20	3/25/39
Swingtime In the Movies .. Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)		
Chicken Jitters ..... Very Good	7	4/ 1 39
Daffy Doc ..... Lively	7	12/ 3/38
It's An Ill Wind	7	Not Rev.
Kristopher Kolumbus, Jr.	7	Not Rev.
Lone Stranger and Porky ..... Very Funny	7	3/11/39
Polar Pals ..... Fair	7	6/17/39
Porky and Teabiscuit .... Amusing	7	5/27/39
Porky in Egypt	7	Not Rev.
Porky in Wackyland	7	Not Rev.
Porky's Movie Mystery .. Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew .. Average	7	10/15/38
Porky's Picnic	7	Not Rev.
Porky the Gob ..... Amusing	7	12/17/38
Porky's Tire Trouble	7	Not Rev.
Scout Trouble	7	Not Rev.
Wise Quack ..... Very Good	7	8/12/39
MELODY MASTERS (18)		
Dave Apollon (4706) .... Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.	7	Not Rev.
Blue Barron	10	Not Rev.
Larry Clinton (4701)	10	Not Rev.
Larry Clinton (4714)	10	Not Rev.
Eddie De Lange	9	Not Rev.
Jimmy Dorsey	10	5/20/39
It's the McCoy ..... Sweet and Hot	10	10/ 8/38
Merle Kendrick ..... Excellent	10	9/17/38
Ray Kinney ..... Just Fair	10	Not Rev.
Jerry Livingston	10	1/14/39
Clyde Lucas ..... Snappy	10	3/ 4/39
Russ Morgan ..... Fair Swingcopation	10	7/23/38
Music With a Smile In Happy Felton Style ... Lively and Peppy	10	8/ 5/39
Will Osborne ..... Rhythmic	10	Not Rev.
Rita Rio	10	4/ 1/39
Saturday Night Swing Club on the Air ..... Okay	10	6/24/39
Artie Shaw ..... For Jitterbugs	10	
MERRIE MELODIES (26) (Tech.)		
Bars and Stripes Forever ..... Funny	7	7/22/39
Believe It Or Else ..... Clever Satire	7	6/ 3/39
Count Me Out ..... Fair	7	12/17/38
Daffy Duck and the Dinosaur ..... Excellent	7	3/25/39
Daffy Duck in Hollywood.	7	Not Rev.
Dangerous Dan McFoo ... A Lallapaloo	7	8/ 5/39
Day at the Zoo ..... Excellent	7	3/18/39
Detouring America ..... Hilarious	7	9/ 2/39
Dog Gone Modern ..... Funny	7	1/14/39
Feud There Was ..... Grab It	7	9/17/38
Goldrush Daze	7	Not Rev.
Ham-ateur Night	7	Not Rev.
Harum Scarum ..... Excellent	7	8/12/39
Hobo Gadget Band ..... Good	7	7/15/39
Johnny Smith and Poker-Huntas ..... Swell	7	12/17/38
Little Brother Rat ..... Swell	7	8/19/39
Little Pancho Vanilla .... Clever	7	10/15/38
Mice Will Play	7	Not Rev.
Naughty But Mice ..... Cute	7	8/ 5/39
Night Watchman ..... Entertaining	7	11/26/38
Old Glory ..... Okay as Propaganda	7	7/ 8/39
Prest-o Change-o ..... Good	7	4/ 8/39
Robinhood Makes Good .. Diverting	7	3/ 4/39
Sho Man's Land	7	Not Rev.
Thugs With Dirty Mugs	7	Not Rev.
You're An Education ... Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)		
Immortal Brush ..... Unusual	9	10/ 8/38
Master's Touch	10	Not Rev.
Pow Wow ..... Very Interesting	10	9/17/38
Romance In Color ..... Highbrow	10	8/19/39
TRUE ADVENTURES (13)		
Chained ..... Gripping	10	3/25/39
Defying Death ..... Thrilling	11	12/ 3/38
Haunted House ..... Exciting	12	6/17/39
High Peril ..... Good Suspense	12	3/ 4/39
Human Bomb ..... One of the Best	12	1/14/39
Identified ..... Excellent	12	9/24/38
Lives in Peril	12	Not Rev.
Minute From Death	12	Not Rev.

VITAPHONE-WARNER (Cont.)

Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (Cont.)		
Three Minute Fuse ..... Suspenseful	12	8/12/39
Toils of the Law	12	Not Rev.
Treacherous Water ..... Thrilling	12	12/17/38
Verge of Disaster	12	Not Rev.
Voodoo Fire ..... Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)		
Crawfords at Home	10	Not Rev.
Dean of the Pasteboards. Informative	10	5/20/39
Gadgeteers ..... Kind of Silly	10	12/17/38
Great Library Misery ... Excellent	11	9/17/38
One Day Stand ..... Reminiscent	10	8/12/39
Right Way ..... Good Propaganda	10	7/ 8/39
Robbin' Good ..... Excellent	10	11/26/38
Ski Girl ..... Splendid	10	1/14/39
Table Manners ..... Good	10	9/17/38
Tax Trouble ..... Fair	10	3/18/39
Vaudeville Interlude	10	Not Rev.
Witness Trouble	10	Not Rev.

1939-40

BROADWAY BREVITIES (18) (Tech.)		
Alex in Wonderland	20	Not Rev.
Double or Nothing .... Amusing	20	2/17/40
Ice Frolics ..... Entertaining	20	9/30/39
One For the Book ..... Entertaining	20	12/30/39
Remember When ..... Swell Entertainment	20	9/ 2/39
Slapsie Maxie's ..... Perfect Clowning	17	8/26/39
World's Fair Junior .... Just Fair	20	11/ 4/39
COLOR PARADE (10)		
American Saddle Horses. Interesting	10	11/25/39
Mechanix Illustrated #1 .. Good	10	9/ 2/39
Mechanix Illustrated #2	10	Not Rev.
Mechanix Illustrated #3 Interesting	10	2/17/40
Men Wanted	10	Not Rev.
New Horizons ..... Good	10	12/30/39
FEATURETS (Tech.) (8)		
Monroe Doctrine ..... Excellent	16	10/28/39
Old Hickory ..... Outstanding	17	12/30/39
Royal Rodeo ..... Entertaining	15	11/25/39
Teddy the Rough Rider Excellent	19	2/17/40
LOONEY TUNES (16)		
Africa Squeaks ..... Hilarious	7	2/24/40
Ali Baba Bound	7	Not Rev.
Film Fan ..... Excellent	7	1/ 6/40
Jeepers Creepers ..... Funny	7	10/ 7/39
Naughty Neighbors ..... Good	7	11/ 4/39
Pied Piper Porky ..... Good	7	11/25/39
Pilgrim Porky	7	Not Rev.
Porky's Hotel ..... Good	7	9/ 2/39
Porky's Last Stand	7	Not Rev.
Porky the Giant Killer	7	Not Rev.
Slap Happy Pappy	7	Not Rev.
MELODY MASTERS (10)		
Dave Apollon ..... Average Musical	10	2/24/40
Frances Carroll and the Coquettes ..... Just Filler	10	1/ 6/40
Carl Hoff	10	Not Rev.
Vincent Lopez ..... Lively	10	9/23/39
Rubinoff and Orch. ..... Good	10	11/ 4/39
Swing Styles ..... Good	10	8/26/39
Symphony of Swing .... Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)		
Busy Bakers	7	Not Rev.
Curious Puppy	7	Not Rev.
Early Worm Gets the Bird	7	Not Rev.
Elmer's Candid Camera	7	Not Rev.
Fagin's Freshmen ..... Amusing	7	11/25/39
Fresh Fish ..... Swell	7	11/ 4/39
Good Egg	7	Not Rev.
Land of the Midnight Fun ..... Superb	7	9/23/39
Little Lion Hunter	7	Not Rev.
Mighty Hunters ..... Pleasing	7	2/17/40
Screwball Football ..... Swell Cartoon	7	12/30/39
Sioux Me ..... Clever	7	9/ 9/39
Sniffles and Bookworm ... Cute	7	2/24/40
VITAPHONE VARIETIES (6)		
History Repeats Itself ... Good	10	9/30/39
Organ Novelty ..... Fair	9	11/11/39
Sword Fishing ..... Exciting	10	10/ 7/39
Vote Trouble ..... Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain) .. Impressive	10	7/ 1/39
Birth of the Movies (Alliance) ..... Interesting	22	11/ 4/39
Gems of the Orient (Modern) ..... Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress) ..... Excellent	10	8/ 5/39
New England, Yesterday & Today (Jam Handy) Very Good	19	4/ 1/39
North Sea (Lenauer) ... Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society) ..... Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures) .... Delightful	19	3/ 2/40
Rembrandt (Malchain) ... Fascinating	11	7/ 1/39
Trip to the Sky (Malchain) ..... Interesting	10	7/ 1/39
Xochimilco (Atlas) ..... Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA		
The Shadow	15 Chaps.	1/13/40

SERIALS 1939-40 (Cont.)

	Number of Chapters	Reviewed Issue of
SERIALS 1939-40 (Cont.)		
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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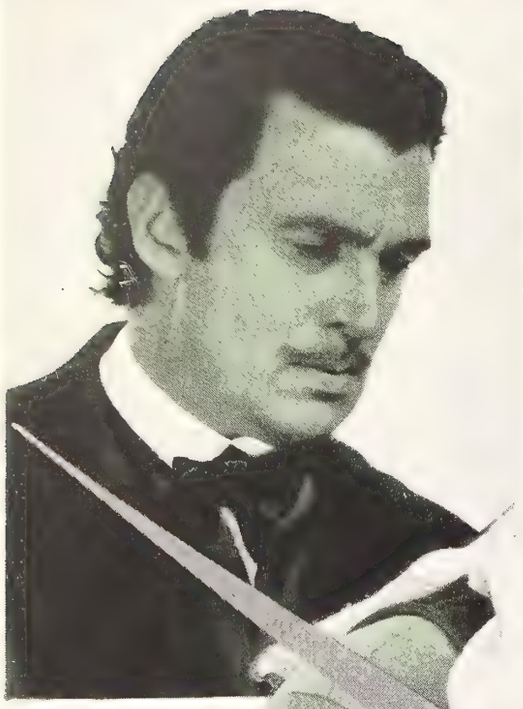
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SHOWMEN'S TRADE REVIEW

FILE
FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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JOE PASTERNAK

Vol. 32 No. 10

March 30
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MARCH GOES OUT LIKE A LION!

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A Metro-Goldwyn-Mayer Picture

CLARK GABLE, JOAN CRAWFORD in "STRANGE CARGO" with Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg, Eduardo Ciannelli • A Frank Borzage Production • Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage Produced by Joseph L. Mankiewicz • *A Metro-Goldwyn-Mayer Picture*

The Editorial Page

Government Regulation

Recent news reports indicate that a movement is on foot to establish some sort of government regulation of our industry through an agency to be created by legislation.

This is just another way of saying that those groups dedicated to strangling the industry are still busy and at work. They probably would like nothing better than to create something that would bring government interference to muddle up the workings of complicated machinery.

To the average exhibitor on the sidelines whose only desire is to buy his pictures and run his theatre, we can easily see where all these things might be very confusing. He is probably wondering whether legislation or government agencies would really help him out, improve his business or business dealings.

Well, to those who have asked us this same question we have always answered in but one way: nothing could be worse for the industry in general or the exhibitor in particular than government meddling. Any form of legislation would amount to nothing less than meddling because of the complicated and intricate workings of our particular business.

Just imagine, if your imagination is elastic enough, taking your troubles to a government agency and asking for relief. Maybe your grandchildren would live to get the relief that might be forthcoming.

But in the meantime we will still vote for self-regulation, and it can be brought about if the various factions busy fighting within the industry would try that little game of "give and take." And we mean both sides.

△ △ △

Sink Or Swim

Many fine productions reach their pre-release aided and abetted by an advance, trade advertising campaign that lifts the spirits and expectations of the theatremen who will play them later.

Unfortunately, and as John Flinn so ably expressed it, the enthusiasm and support thus generated is withdrawn and the picture must sink or swim for itself dependent entirely upon the momentum left after its first runs.

The home office all too often consigns it to its own devices and turns its attention to the next picture ready for release showings. But without benefit of sustained trade advertising on the part of its distributors a great many theatremen find their own enthusiasm dimming by the time they get their availability notice for dating, perhaps several months later.

In the case of certain outstanding productions the trade advertising campaign is carried a little beyond the early runs because they include a vast number of percentage dates and, only naturally, the distributors have a greater interest in such play dates.

But what about the thousands of flat rental dates that follow the first and early runs? Doesn't it devolve upon the distributor to see every worthy production do its maximum business right down the line? It must stand to reason that if the flat rental dates show a big return to the exhibitors in the later runs, their theatres will show a better return on the product and better business will result all the way down the line for all parties concerned.

The trade press of this industry does a magnificent job in creating and sustaining interest in all pictures. But why throw the full burden on them? Why shouldn't the distributors do their share through the medium of trade advertising aimed *directly* at bringing maximum returns to the box office by showing how the picture can best be sold to the public in the later runs?

△ △ △

Those Durbin Pictures

Deanna Durbin has, from all indications, been adopted by the movie-going millions as "their own." They have watched her grow up, and with each succeeding picture their love and affection for her have increased until they look forward eagerly to her next production. Then they prove it by flocking to the theatres in droves.

To Joe Pasternak goes endless credit for the intelligent manner in which he has handled each of her pictures. No further praise from us is necessary. The pictures speak for themselves and tell a far better story than anything we might attempt to say about his part of the job.

But while Joe is taking his well deserved bows let us not lose sight of the swell cooperation the studio executives out at Universal City gave to him in the preparation and production of these box office hits. Without such cooperation he would have found the going tough and the hurdles too numerous for comfort and efficiency.

And while Deanna has been adopted by the movie fans the exhibitors too must consider her one swell sweetheart. The kind of a sweetheart that delivers hefty dollars at the box office and makes it possible for Mrs. Exhibitor and the kids to get those new coats and automobiles.

Here's wishing Deanna, Joe and all of Universal, a continuation of their phenomenal, unbroken record of Durbin hits.

—"CHICK" LEWIS.

Wage Boost For N. Y. Operators

Circuit Committee Agrees With Union On New Contract

Wage increases totaling 15% in six years were granted by the leading circuits of New York this week to Local 306, projectionists' union. The increases were the culmination of months of protracted negotiation. They are retroactive to September 1, 1939, with an eight per cent boost going to the operators from that date until Sept. 1, 1941; five per cent more, effective on that date, for two years, and two per cent additional from 1943 to 1945, which marks the end of the contract.

C. C. Moskowitz of Loew's and Major L. E. Thompson acted for the circuits and Joseph Basson and Bert Popkin for the union. It was found unnecessary to call on an arbitrator. The union ratified the decision this week.

Ohio Supreme Court May Get Bank Night Case

Columbus, O.—Provided plans of the Troy Amusement Co., operating the Mayflower Theatre, Troy, are carried out, the legality of Bank Night in Ohio, now covered only by local ordinances, will be settled in the near future. The Second District Court of Appeals confirmed a Common Pleas Court ruling at Troy which held Bank Night to be a lottery. The company has requested the Court of Appeals to withhold execution of the decision, but if this request is denied, an appeal will be carried to the Ohio Supreme Court.

Monogram Branch Heads Vote on New Lineup

With the poll expected to be completed this week and results announced shortly thereafter, Monogram franchise holders have been asked to vote on the number of pictures the company should deliver for the 1940-41 season. It was indicated, however, by President W. Ray Johnston, that there would be little change in the lineup numerically.

Forgoston a Father

Mrs. Sam Forgoston, wife of the production chief in the advertising dept. of MGM, gave birth to a baby boy last week.

TRIPLES BIZ OFF

Chicago—Despite the increase in the number of houses using them, triple bills are showing a drop in drawing power, it is revealed here. At one theatre, where "Goodbye Mr. Chips," "Dark Victory" and "The Great Waltz" were billed on one program, the attendance record was next to the record low for the 21 years the theatre has been in business.



Joe Pasternak, producer of all the Deanna Durbin pictures, stopped off at Chicago to wish Walter Hyland, Universal's chief booker, every success during his 25th anniversary testimonial period, which will be held next month. Members of the New York trade press and exhibitors were guests at a luncheon Thursday for Pasternak at the Hotel Astor.

Hays Urges Self-Regulation

MPPDA Prexy Also Opposes Group Censorship, Lists Outstanding Films, Looks Ahead in Annual Report

The vitality and promise of American industry under freedom to dare and develop in the American way are proved by the succession of successful pictures now flowing from American studios. This message to the motion picture producers, distributors and exhibitors in the United States came from Will Hays this week as he made his yearly report as president of the MPPDA on the occasion of the Association's annual meeting.

Without underestimating the difficulties still before the industry, "possibly graver today than at any time in its history," Hays pointed to "Gone With the Wind," "The Story of Dr. Ehrlich's Magic Bullet," "The Grapes of Wrath," "Young Mr. Lincoln," "Abe Lincoln in Illinois," "Northwest Passage," "Goodbye Mr. Chips," "Wuthering Heights," "Union Pacific," "Mr. Smith Goes to Washington," "Juarez," "Stagecoach," "Gulliver's Travels," "The Wizard of Oz," "We Are Not Alone," "The Story of Alexander Graham Bell," "Pinocchio," "The Hunchback of Notre Dame," "Three Smart Girls Grow Up," "Stanley and Livingstone," "Man of Conquest," "Destry Rides Again," "The Light that Failed," "The Old Maid" and other features, which, he said, are not only outstanding entertainment for the millions, but which "contribute to human understanding by illuminating some area of history, biography, science, geography, literature or current reality."

What makes the present record noteworthy, Hays declared, was the fact that it was achieved under most discouraging and difficult conditions. On one side was the European war, while on the domestic side was the imperative need of economy, the fear that the more substantial investments in picture production may not be justified by the events of the morrow in leading world markets, the proposals sponsored by those who would substitute destructive legislation for self-regulation in the industry, and the uncertainty over the general economic situation.

Urging self-regulation, he stated that "those who would use the hatchet and the saw of litigation or legislation . . . would be doing, if they succeeded, a sorry service to the American entertainment public, to the screen and to American industry generally. . . ."

In opposing group censorship, Hays said that "the new censorship movement parades under the name of 'community selection' — except that self-appointed censors, not the community, are to do the selecting . . . it would be group selection exercised before, not after, pictures had been offered to the public, and before public taste and opinion had the opportunity to assert themselves."

"Dictation by even well-intentioned groups as to what pictures shall or shall not be shown in any given theatre," he continued, "not to mention dictation from groups with an axe to grind, would stultify the art. It is a scheme destructive of the very basis of free speech, a free press, the freedom of the air or a free screen."

Mr. Hays said the industry was continuing its cooperation with educators in making films available for use in classrooms. In concluding, he declared that "the record of the past year is an encouraging sign that whatever the problems the next months may bring, there is a reservoir of initiative, enterprise and artistry in the industry which . . . will enable us to produce pictures to appeal to ever-widening strata of moviegoers in our own theatres. Only the appeal of better pictures can transform millions of casual moviegoers into regular customers."

Griffin Recovered

Herbert Griffin, Vice President of International Projector Corporation, who was taken sick after his recent return from the Coast is back again at his desk.

Gov't Calling Suit Witnesses

D of J Activity Discounts Any Possibility of Suit Settlement

Pittsburgh.—A majority of the witnesses disclosed by the Government in its reply to the majors' interrogatories will be called to witness stand when trial of the New York equity suit opens on or about May 1, developments here indicate. Although Department of Justice investigators here are not serving subpoenas, they are notifying exhibitors named in this vicinity that they will be summoned to testify.

Some of those reported to have been notified are R. J. Hiehle, Parkersburg, W. Va.; Joseph and Al Weiss, McKeesport, Pa.; Harry Stahl, Sharon, Pa.; Chris Lampros, Farrell, Pa.; Harry A. Batastini, Punxsutawney, Pa.; Thomas A. Gilbert and Charles Morse, Oakland Theatre, Pittsburgh; and William D. Davis, Triangle Theatre, East Liberty.

Continuing reports of a possible move to end the suit via a consent decree are discounted by the D of J activity here as well as elsewhere. It is generally believed that the Government is "digging in" for a long legal battle.

Louie Rosch Dies

Dallas—Louie Rosch, manager of the Variety Club, died suddenly here this week.

JOE PASTERNAK

(The Man on the Cover)

Here is the industry's modern miracle-man. He's given you seven consecutive Durbin hits in a row. Then for good measure he's also delivered, "Destry Rides Again." Universal insists that Joe will run his Durbin record up to a round dozen . . . and then start all over again.

SHOWMEN'S Trade Review
Vol. 32, No. 10 March 30, 1940
Title and Trade Mark Reg. U. S. Pat. Off

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Jock MacGregor, 20 Portsea Place, Hyde Park, W., London, Eng.; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1940 by Showmen's Trade Review, Inc. Printed in U.S.A.
Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Kennedy's Korner

Sure sign the film industry is still in business blossomed this week with publication of *Film Daily's* 1940 Film Year Book—an institution that proves picture business is something more than an avocation for lots of people who work at other jobs, including that of writing laws and promoting legislation. . . . What's become of Mayor LaGuardia's Cinema City movement for transferring Hollywood to New York? . . . Writing things about Hollywood that Hollywood itself is amazed to read seems to be a surefire way to get headline bookings at the presentation theatres: Louella Parsons, followed by Jimmy Fidler, followed by Ed Sullivan have been sharing top billing with Hollywood's best pictures at the combination houses around the country. . . . The sudden spurt that made the Center Theatre extend its run of "Pinocchio" was a rush of holiday business plus, perhaps, a lot of people who are now figuring how many shares of Walt Disney stock they'll order from their Wall Street broker.

People who think everything's a cinch when you crash through to the top might learn that there's a thorn or two in those beds of roses if they could have a heart-to-heart talk with some of the top men; David O. Selznick, for instance. After "GWTW" and "Rebecca" in one-two fashion, D. O. S. is in a spot where they'll say he's slipping if he produces anything short of a chromium-plated super-super. Not that there was anything sudden to the Selznick rise to eminence. Before "GWTW" he produced, you know, a few other films that were more or less good—"King Kong," "Bill of Divorcement," "Dinner at Eight," "Manhattan Melodrama," "David Copperfield," "A Tale of Two Cities," "A Star is Born," to mention some of them.

Prominent Exhibs Due At Albany, Ga., Premiere

More than 300 prominent exhibitors and newspapermen will be in Albany, Ga., April 11, for the world premiere of Paramount's "The Biscuit Eater." Among the leading theatre operators who will be on hand for the opening at the Albany Theatre and attendant festivities are William K. Jenkins, Lucas-Jenkins Circuit; R. B. Wilby, Wilby-Kincey Circuit; M. A. Lightman, Malco Theatres, Memphis; Mrs. Alma King, theatre executive of Brunswick, Ga.; Joe Schmit, Valdosta, and R. H. Dunn, Camilla.

Exhibitor Charges Income Misrepresentation

Pittsburgh—Said to be the first suit of its kind in this territory, action has been taken by Dorwin L. Robinson, operator of the Port Theatre in Lumberport, W. Va., against Irving "Danny" Davis, from whom he purchased the theatre, for $2,630, charging misrepresentation as to income preceding the sale.

UA '40-41 Pix at $29,000,000

Program Calls for 30 Films From 14 Producers; No "B's"

Representing a budget of $29,000,000, United Artists' 1940-41 program calls for a minimum of 30 pictures from 14 producers, according to the company's top executive, Murray Silverstone, who returned last week from the Coast after setting up the production schedule.

Exclusive of those already completed, the 30 films include the Charles Chaplin film, tentatively titled "The Great Dictator," which is expected to be the leadoff feature of the new group.

Pointing out that each producer was committed to make only big pictures worthy of extended playing time, Silverstone said there would be no low bracketed films on the coming schedule. He expressed his belief exhibitors would cooperate by extending their runs and getting the most out of every UA picture. The current season, he said, has proved that "little pictures" do not draw at the box office.

Although the identities of the producers were not revealed, it is expected that Walter Wanger will deliver four, Hal Roach six, and David O. Selznick two. Expected to be joined by John Stahl, James Roosevelt is slated for at least three. Asked concerning the report that Winfield Sheehan would join UA as a producer, Silverstone said he knew nothing about it. He would not comment on the Samuel Goldwyn suit against UA or the reported resignation of the company from the MPPDA.

Included in the UA product which has been completed or will be ready for spring release are "My Son, My Son!," "Rebecca," "One Million B.C.," "Over the Moon," "Our Town," "Turnabout," "South of Pago Pago" and the Laurel-Hardy feature comedy, "Saps at Sea." Korda's "Thief of Bagdad" will be on next season's schedule.

Better Films Group Hits "Pinocchio" Dual

A Better Films group in New York protested to RKO this week against the showing of "The Saint's Double Trouble" coupled with "Pinocchio" in RKO neighborhood houses. The women complained that they had wanted their children to see "Pinocchio" but that they would not allow them to go to the theatre where a picture involving three murders and sundry other crimes was showing. John J. O'Connor, RKO theatre chief, answered that the Legion of Decency had found the picture suitable for all and that the booking would not be changed.

Pari-Mutuel Passes

Albany—The Dunnigan pari-mutuel betting bill passed the Senate this week, 32-14, and was scheduled to be debated in assembly.

Pinocchio Not to Buck GWTW

RKO Also Advises Branches Not to Immediately Follow It

RKO sales executives have advised district and branch managers not to book "Pinocchio" so as to compete with "Gone With the Wind." The sales department also advised its branches not to book "Pinocchio" immediately following a run of "Gone With the Wind" as business has been reported off following the engagement of the Selznick picture.

"Pinocchio" is slated to open in 300 theatres this week end. These are the first bookings to follow the 25 pre-release showings which have been held so far. The RKO Circuit in New York is running the picture this week end.

"Rebecca" Doing Well In Early Engagements

Reports from all sections of the country where "Rebecca" has opened indicate record business, with indefinite runs in prospect. After doing the biggest gross in four days of any United Artists picture to play Loew's Grand in Atlanta, the picture has been held for a second week. In other engagements, it is doing equally as well or better.

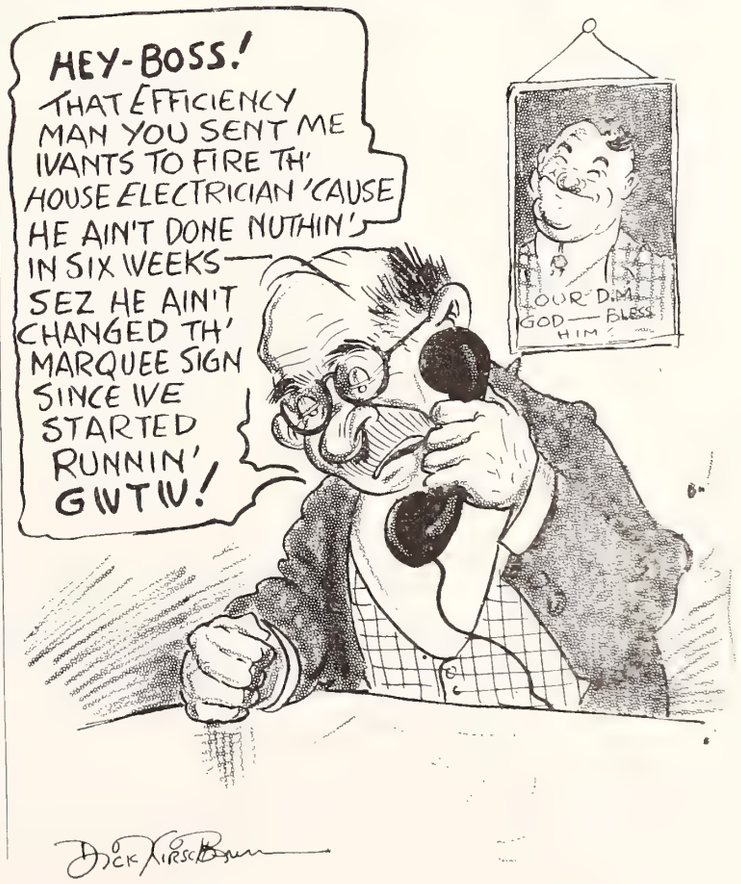
Important Dates

April 3: Industry Get-Together Rally, Penn Alto Hotel, Altoona, Pa.
April 3-4: Fort Worth industry golf tournament, Colonial Hills.
April 5-6: Second annual Chicago Visual Education Forum, Morrison Hotel.
April 7: Pittsburgh Variety Club Movie Costume Ball.
April 12-13: 20th Century-Fox sales convention, Drake Hotel, Chicago.
April 17: Canadian Picture Pioneers Club rally, Toronto.
April 17: Wilmington Better Films Council annual luncheon.
April 18-20: National convention Variety Clubs of America, Dallas, Texas.
April 21: AAAA Ball, Waldorf-Astoria.
April 18-25: Will Rogers National Theatre Week.
April 22-25: SMPE Spring Convention, Chalfonte-Haddon-Hall Hotel, Atlantic City.
May 8-10: Pacific Coast Conference convention, Los Angeles.
June 19-21. National Allied convention, Morrison Hotel, Chicago.

Agnew Terms Dual Bills "Bad Practice"

Testifying this week at the pre-trial examination in connection with the D of J's New York equity suit, Neil F. Agnew, Paramount's sales manager, said he was opposed to double features and termed the policy a "bad practice." He reiterated the statement made by MGM's W. F. Rodgers the day before that no conferences were held on distribution policies. By their drawing power, more than by the money spent on production, are pictures bracketed in classifications, he declared, citing "Rulers of the Sea" as a film which was produced at "terrific cost" which was lowered in its classification because it had been a "decided failure."

Dick Kirschbaum's Korner



Rodgers Denies Confabs on Sales Policies at MPPDA

MGM Sales Chief Says He Sets Rentals of Films Without Knowledge of and Regardless of Other Distributors' Terms

Questioning of important industry executives by the government took a new turn this week with the examination of William F. Rodgers, MGM sales manager, who was asked by Robert L. Wright, Special Assistant Attorney General, whether sales policies were ever decided or discussed at meetings of sales executives at the offices of the MPPDA.

Rodgers emphatically denied this, and said that the closest the sales executives had ever come to talking over sales policies was when they debated the means at their disposal of fighting the Neely Bill by bringing to public attention the disadvantages of that measure.

The MGM sales chief averred that while there was no rule which debarred him from inquiring of Loew's Theatres what they paid for other distributors' pictures, "I think it would be rather presumptuous of me to ask what (Charles C.) Moskowitz is paying for other pictures." Moskowitz is general manager of Loew's Theatres. Rodgers also denied that he ever asked Loew's what clearance terms other companies gave them.

Regardless of what other producer-distributors charged Loew's for pictures, he (Rodgers) would fix the rentals of MGM pictures independently, he stated, at the same time characterizing an inquiry into the terms of other companies as very unethical. In fixing rentals of MGM pictures for Loew's Theatres, he arranged for out-of-town test runs, he declared.

In response to other inquiries he said that licensing contracts for every MGM picture are sent to New York for approval regardless of the size of the contract.

Pacts Renewed

Harrisburg, Pa.—Agreements between Local 488, operators, and local theatres have been renewed for the fiscal year.

VARIETY CLUB CONVENTION NOTES

Dallas, Texas, April 18, 19 and 20

Just to make sure that everybody will be properly and enthusiastically welcomed Bob O'Donnell has appointed a group of "official greeters." Bill O'Donnell will greet the producers and directors; Jake Lutzer will do ditto for Movie Stars; Lloyd Rust will also ditto for theatre circuit executives, while Jack Underwood will be the official host to all distributing executives. (We wonder who will greet the trade paper boys who are expected in great quantities?).

* * *

One of the highlights of the convention dinner will be the special motion picture reel depicting the activities of the various Variety Club Tents. This important work is in the hands of a special committee.

* * *

John A. Guthrie, nationally known rodeo and wild west showman, will bring his "real wild west and Big Indian Congress" to the convention to entertain the visiting industry celebrities who will jam Dallas for this event. The Indians, in full regalia, should prove an interesting and colorful part of the elaborate arrangements rapidly being completed for this convention.

* * *

New York and Philadelphia, with the possibility of Pittsburgh and Washington too, will head for Dallas on special cars via the Pennsylvania Railroad. It is expected that the combining of these two to four units will bring together over a hundred convention-bound delegates. The train will originate in New York leaving as part of the "Spirit of St. Louis" at 5.10 P.M.

* * *

The Hardin-Simmons University Cowboy Band will be another feature of the parade and wild west entertainment for the visitors. This nationally known organization has recently completed over 20,000 miles in their various travels throughout the world. Dressed in their cowboy outfits, they present a colorful appearance which is enhanced by their great playing ability.

ALLIED CONVENTION JUNE 19-21

Allied's National Convention will be held June 19-21 in Chicago at the Morrison Hotel, it was announced this week. The Illinois unit set the dates and Jack Kirsch, president, will shortly appoint a committee to work out the plans for the meeting.

Threaten More Arrests For Misleading Ads

Buffalo—Any efforts to exploit motion pictures by means of ads that hit the State's system will mean more arrests, Major Frank I. Hanscom, executive officer of the State Parole Board, said this week, commenting on the use by a Cortland theatre manager of "Personals" in the classified columns of a newspaper in publicizing a picture on prison life. Arrested after a conference with Cortland County authorities, the manager pleaded innocent. Hanscom charged the advertisements were untrue, deceptive and misleading, misrepresenting the facts on parole and a violation of the penal code.

Prepare Biograph Studio for Action

In anticipation of resumed production activities, the Biograph studio in New York is being renovated and cleaned. Although Ben Hecht and George Jessel have signed no contract for lease of the studio in which to make their announced picture, the deal has progressed to a point where the studio operators believe it is time to clean up.





At the top is the committee of four Dallas Variety Club members, who have been busy editing and assembling a special picture on Variety Club activities throughout the United States, which will be shown at the National Convention of Variety Clubs in Dallas on April 18-19-20. From left to right are Pat Bacon, Bacon Poster Service; Herb Turpie, producer of industrial pictures; Al Wolfe, independent distributor; Elmer Zrenner, sound and projection technician of Interstate Circuit. Below are the delegates and alternates who will represent the Dallas Club, which is the host tent. Left to right are William Walthall of National Screen Service; R. I. "Rip" Payne of R. E. Griffith Theatres; Bob O'Donnell, vice president and general manager of Interstate Circuit, delegates and Jake Lutzer of Universal and Jack Underwood, Columbia branch manager, alternates.

Big Opening For Dark Command

Many Executives of Theatre Circuits Scheduled to Attend

Republic's "Dark Command" is set to have a flash opening in Lawrence, Kan., next Thursday with James R. Grainger, president of the company and Herbert J. Yates, set to attend from New York. Many important theatre executives are also slated to attend. Lawrence was chosen for the premiere because it is the setting for a part of the picture, declared to be Republic's most ambitious effort to date.

Included in the group of prominent theatre executives who have signified their intention of attending are R. J. O'Donnell of the Interstate Circuit of Texas; Elmer Rhoden, Fox Midwest Theatres, Kansas City; Harry C. Arthur, St. Louis Amusement Co.; Harry Warren, Central States Circuit, Des Moines; Clarence Schultz, Commonwealth Theatre Circuit of Kansas City and many others. Grainger anticipates an attendance of from 300 to 400 important executives.

Bamberger Nominated AMPA's Next President

Meeting this week, AMPA's nominating committee made the following selections for the organizations of slate of officers for the coming year: For president, Leon Bamberger, of RKO; for vice-president, Louis Pollock, of Universal; for secretary, Kenneth Clark, of the Hays office; for treasurer, Edward Schreiber of Warners. On the board of directors, the committee has named the four officers, Paul N. Lazarus, Jr., the incumbent president, Martin Starr, Eli Sugarman, Lou Lifton and Paul Benjamin. Elections are scheduled to be held in two weeks and, according to the AMPA constitution, any seven members may present other candidates for any or all offices within the next week.

May Postpone Meeting Of New York Allied

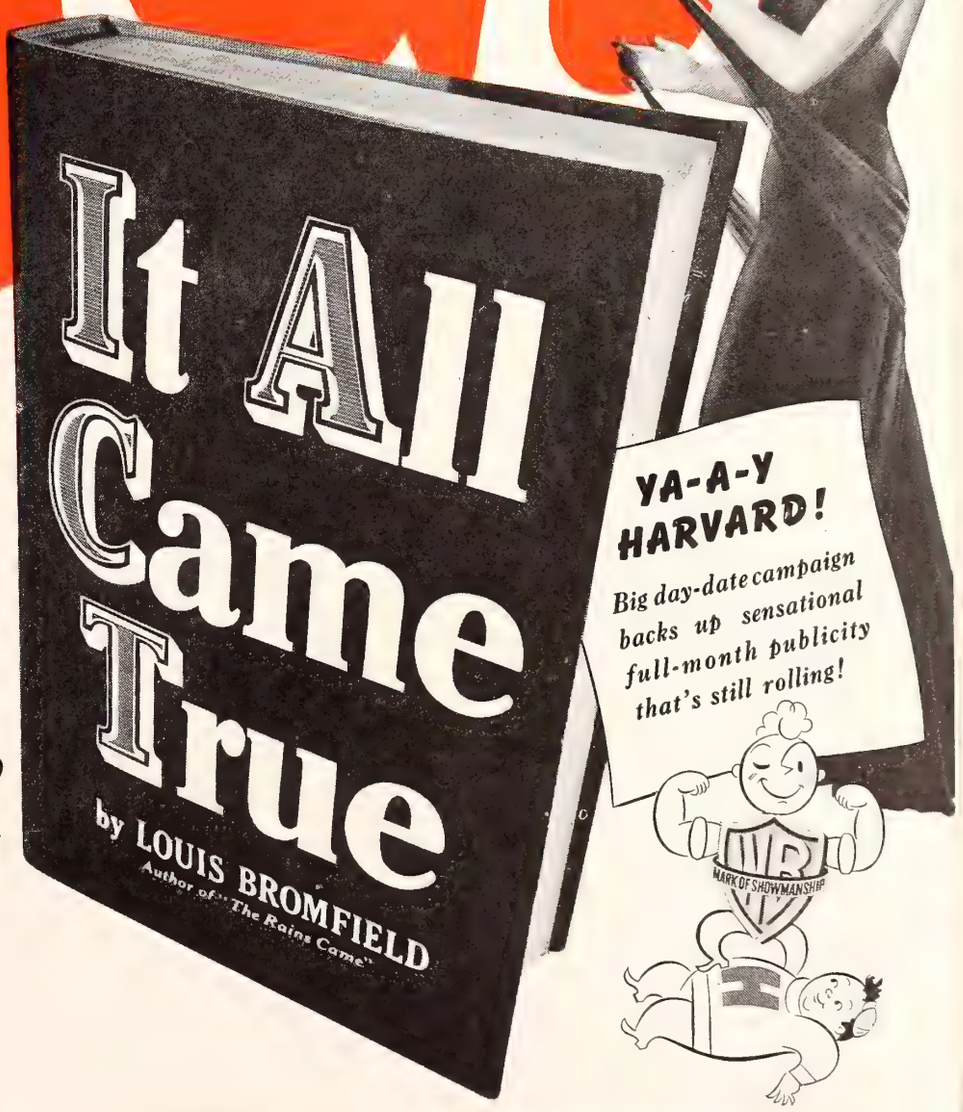
New York Allied's state-wide meeting, scheduled for May 22 in Syracuse, may be postponed in view of the possibility that trial of the Government equity suit and hearings on the Neely Bill may be in progress at the time. A postponement until later in the summer is being considered.

Stork Visits the Rachmils

A nine pound daughter was born to Lew and Helen Rachmil in Hollywood this week. The father is art director for Sol Lesser and Harry Sherman Productions, besides being the son of Hyman Rachmil, pioneer eastern exhibitor and still active in theatre operation in the New York Metropolitan area.

IT'S READY AND IT'S

BIG!



e big new story by Louis Bromfield wrote 'The Rains Came')! And no er star in all Hollywood could play teasing, tempting, man-handling heroine the way it's done by

ANN Sheridan

in the big role that makes her o. 1 Star Name now and for all time!

with

FREY LYNN . HUMPHREY BOGART

SU PITTS • UNA O'CONNOR • JESSIE BUSLEY
JOHN LITEL • Directed by **LEWIS SEILER**

Screen Play by Michael Fessier and Lawrence Kimble
A Warner Bros. - First National Picture

WARNERS *for Showmanship!*

Program Exchange

We List Fourteen Points Which Should Be Rigidly Observed; Hayes Starts New Program

THE weather is fine, thank you. And now that that's off our chest, we'll get right down to business and take a peek at the programs which have accumulated on our desk during the past few days. First, of course, as we promised we might do (STR, March 9, p. 10), we're going to list those 14 points which were under the heading of "Watch Yourself" in a recent issue of Kent, the little magazine sent us by Harland Rankin:

1—Be punctual. "Time is money." Do not waste it. 2—Be efficient. Prove by hard, conscientious work your fitness for a more responsible position. 3—Be honest and truthful. Neither take nor covet what belongs to another. No person can make a real success of his life who is not honest with himself and others. 4—Be careful about your appearance. Be neat in dress and habits. "Clothes do not make the man, but they do make impressions good or bad." 5—Be clean in your habits. Do not drink, swear or gamble. They are injurious as well as expensive. 6—Keep yourself in good physical condition. Good health is your most important asset. 7—Be ambitious. Try to succeed in every honorable way, exercising at all times energy, perseverance, thoughtfulness, faithfulness and courage.

8—Be courageous. Dare to do right when others are doing wrong, to follow the right course, whether it brings censure or approval, profit or loss. 9—Be modest. Do not talk about your accomplishments. Let the other person do that. 10—Be fair to yourself. Do not under-rate your abilities. Make up your mind that you can be somebody and do something worthwhile in life and then equip yourself for the task. 11—Seek wisdom. Learn to distinguish clearly between what is right and what is wrong, what is true and what is false, what is great and what is small. 12—Be thoughtful. Consider the desires of others. Think first and act second. 13—Be cheerful. Do not indulge in depressive thoughts, but try to live in gladness and joy, and impart your gladness to others by cheerful looks and words. 14—Be kind. Nothing is lost and much is gained by cultivating a kindly attitude toward others in every relationship of life. The kindly person benefits both himself and others.

Those are words, fellow members, which should be studied carefully, and then lived up to, by every theatre manager and his staff. Naturally, they're for everyone, but so fitting are they where theatre conduct is concerned that we felt it wise to reproduce them.

In addition to his regular program, Enos Langrell sends us some special heralds he distributed for "Gone With the Wind" and "The Grapes of Wrath." The latter is in the form of a pictorial newspaper insert, with the inside spread giving the trek of the Joad family in pictures with the aid of a map. It has the effect of making one curious to see the picture. Langrell, by the way, in case you've forgotten, is skipper for the Reese Theatre, Harrington, Del.

Up in Torrington, Conn., where stage shows seem to be the vogue these days, Manager Pearce Parkhurst puts out a special handbill advertising the "seven headline Broadway acts." We note that two acrobatic Torrington boys are featured on the program.

Member Added This Week

Claude C. Norton, Rosetta Theatre, Miami, Fla.

—Your Application Blank—
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW,
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name.....

Theatre.....

City.....

State.....



You'll Find the Biggest Bargains in The CIRCULATOR

THE CIRCULATOR

CITY EDITION PUBLISHED WEEKLY

VOLUME 1 — De Soto, Mo., Thursday, March 14, 1940 — NUMBER 4

AMERICAN LEGION NOTES

The O'Farrel-Richardson-Petty Post held its meeting Tuesday night with a large attendance. The Commander being sick his place was filled by the Vice-Commander.

There was lots of business up before the meeting. The Flag-Pole committee would like all the boys who are going to join to be at the Armory Friday, March 17th at 1:30 o'clock for business that will come up before this meeting. A picnic also will be given by the boys the 3rd and 4th of April to help buy flags for the boys post.

We would also like to see all the Legionnaires at the meeting Sunday and to get all the ex-service men to join the Legion so their boys may have the opportunity of becoming a charter member. Be hurry in the names.

The Ladies of the Fourth Street Methodist Church will give their annual St. Patrick's Day Chicken Pie supper at the Church Saturday, March 16th. Service starts at 5:00

Mr and Mrs Albert Agers and son visited relatives in DeSoto over the week-end.

Mr and Mrs. Thomas Hoverstick and son spent the week-end with Mr and Mrs. Henry Vaughn.

Woodstock Factory Rebuilt Typewriters, $40.50. Terms. Wilbern Drug Store, Main and Boyd Sts.

Mr and Mrs. Herman Mohl and family and Eddine Akins motored to St. Louis Sunday where they spent the afternoon with friends.

Live and Dressed Poultry and Fresh Eggs at Holmes Hatchery and Feed Service. We give Eagle Stamps.

J. L. Manges has moved the D. S. Coal Co. from 715 E. Main to 101 S. Third St.

Sprons Bakery is now the owner of a beautiful new truck.

NOTICE

It has been rumored by my competitors that we have sold our plant and are leaving town.

This is to inform our friends and patrons, that this rumor is false. We have no intention of leaving.

We also thank everyone for patronage we have received. We invite everyone to come in and inspect our modern ice cream factory and its operation.

HARRIS CLEANERS
Myrtle Harris, Mgr
Phone 82 412 N. Main

Farm-to-Market Hauling. Call Holmes Hatchery and Feed Service. Phone Red 218.

OLIVER (Sgd) OKER FOR CITY ASSESSOR

I am a candidate for the office of City Assessor subject to the will of the voters, Tuesday, April 2nd, 1940.

A resident of DeSoto all my life. I am a property owner and am in business in this city and therefore understand the situation of the taxpayer and property owner.

I am able to meet you at any time at my office. Have been a member of the City Council for 3 terms and am familiar with the office.

I am asking the support and influence of all my friends and voters during this campaign, and if elected, promise faithful and efficient service.

OLIVER (Sgd) OKER

Jane Bryan, who appears in "Invisible Stripes" at De Soto Theatre Friday and Saturday.

Could Stand Some Changes

Some news about the attractions, a couple of top headlines, and perhaps a couple of one-column cuts (in place of the large one) would improve this front page considerably. However, James Hayes, manager of the DeSoto Theatre, DeSoto, Mo., is on the right track, so we won't quibble. The Circulator is discussed below.

Some Clever Covers

W. S. Samuel, manager of the Rex Theatre, Arp, Texas, comes to the front again with some clever covers for his programs. One of them was evidently taken from an ad which advertised a daily necessity, but Samuel converted it to his own use and the result is extremely amusing. A little tot is shown sitting on a utensil that's generally found under the bed. The copy: "I'm on a sit-down strike till mom takes me to the Rex Theatre, Arp."

Another unusual program cover from Samuel is headed "Dreams for Sale," and is supposed to be a poem by the cashier. It goes something like this:

"I sit selling tickets from one 'til eleven, transporting the public to their private heaven. Now Grandma and Grandpa, their life's nearly done; but for mild dissipation, the pictures are fun. To the tall awkward youth with his shy little date, holding hands in the gloom makes the theatre great. Our poor mother and dad forget worries and cares as they seek new adventure for only two fares. The bride and groom, beaming love and devotion, embark in two seats on a sea of emotion. Baby brother and sister just grumble and grouse 'til the moment the screen presents Mickey Mouse. So we're not just cashiers in glass enclosed cages, but vendors of dreams to the folks of all ages."

Along comes a program from James Hayes, manager of the DeSoto Theatre, DeSoto, Mo. Known as The Circulator, it's a small tabloid newspaper, with personal mention, a story about the American Legion, a political ad, two other ads and a photo of Jane Bryan appearing on the front page. In other words, news outside the theatre and non-theatrical ads get the first page, with the exception of the Jane Bryan photo. The rest of the program is devoted to full page ads of the DeSoto's attractions. The personal items are a good thing, for they'll attract lots of reader interest. Yet we think Hayes might expend a little and use some stories about his attractions, and perhaps use a photograph or two about movie fashions, what the stars are doing, etc. Perhaps a "Do You Know" column or a "Hollywood Lowdown" could be added. And what about a "Cheers and Jeers" column, with DeSoto theatregoers expressing their likes and dislikes? The copy we have on hand is only the fourth, so Hayes has the opportunity to make a newsy little tabloid of The Circulator that everyone will be eager to read. We wish him luck.

That old space is running out again. As a matter of fact, we've gone a little overboard this week. There are some other excellent programs awaiting our attention, so we'll get around to them next week. See you then.

350,000 Booklets to Cigar Dealers Plug "Dr. Ehrlich's Magic Bullet"

The Cigar Manufacturers Association of America is distributing 350,000 four-page booklets to its dealers over the nation plugging "The Story of Dr. Ehrlich's Magic Bullet."

The booklet presents a photograph of Edward G. Robinson as Dr. Ehrlich, who was an inveterate cigar smoker, as well as a shot of Robinson with Alvaro M. Garcia, President of the Association.

Accompanying the booklet is a personal letter from Mr. Garcia to all dealers urging them to cooperate in every way with the local engagement of the film, and get behind it with extra publiicity and promotional material.

Selling copy in the booklet urges cigar dealers to publicize the film by word-of-mouth, stressing the importance of cigar smoking in the film.

Nurse Street Ballyhoo

Manager Jack Simon of Loew's Poli Theatre, Hartford, Conn., used a girl dressed in a regulation nurse's outfit as a ballyhoo in his comprehensive campaign on "Vigil in the Night." The theatre made special telephone calls to a large number of local doctors as another factor in the promotion, which also included the mailing of 6,500 small shopping bags, the distribution of 10,000 heralds and tie-ins with music and drug stores and beauty shops and the mailing of postcards to all nurses in the community.

Provides Cast Information

More than once we've heard people leaving the theatre arguing who played what part or wondering who that handsome young man was. Well, one theatre at least, has done something about it. Patrons leaving Loew's Zeigfeld ments; no more perplexities. It's a good idea Theatre in New York are provided with this information by means of a cast of characters posted on the box office door. No more argu- for any theatre.

Selling the Picture



"Four Wives" Lobby Display

This unique lobby display heralding the coming of Warners' "Four Wives" was conceived and executed by William Van Why, manager of Fred Falkner's Palace Theatre, Netcong, N. J.

Ungerfeld Rolls Up Advance Publicity for "Swiss Family"

Manager Robert Ungerfeld of RKO Proctor's Theatre, Newark, used a personal appearance of young Terry Kilburn of the cast of "Swiss Family Robinson" as the springboard for several publicity stunts in addition to a stage interview.

Ungerfeld took the young player on a whirlwind tour of the city during which he became an honorary member of several organizations including the Boy Scouts of America and the Newark Junior Police. Terry also received the key to the city and a special courtesy card from Deputy Mayor Fox. At Bamberger's Restaurant, Terry posed with Adrian Rollini, whose three-piece ensemble furnishes music during the lunch hour and is also a broadcasting unit.

Manager Ungerfeld used advertising space in Newark papers telling of the Saturday afternoon stage appearance of Terry.

Publicity Manager Eddie Sniderman interviewed the RKO Radio player from the stage and the interview along with Kilburn's many appearances on the city-wide tour won valuable space in all Newark papers. *The Newark Star-Ledger* devoted three columns and the *Sunday Call* two columns to the visit of the juvenile star, and all the activity was tuned in with the playdate of "Swiss Family Robinson."

Careful Driving Stunt Sells "Three Cheers for the Irish"

Theatres over the country have garnered reams of publicity with a stunt on "Three Cheers for the Irish," first used in Kansas City.

In a tieup with the local police department, exhibitors in Kansas City, Omaha, Atlanta, Philadelphia and New Haven, made arrangements for traffic officers to distribute free tickets for "Three Cheers for the Irish" to careful drivers.

Visual Education Tieup Sells Films Adapted From Classics

Louis Davis, manager of the Vernon Theatre, Mount Vernon, Ind., is using the Visual Education newspaper-school system tieup to put over pictures with a literary background, new or reissued. His latest successful campaign was on "Treasure Island."

The newspaper takes credit for sponsoring the Visual Education program. To publicize the picture, the paper gave 688 lines of space, including three front page stories and two scene mats. Davis gave the paper the necessary number of passes to take care of the town's underprivileged children so that no child might miss the opportunity to see Robert Louis Stevenson's adventure classic.

Tickets were sold in the schools, with classes dismissing at various times throughout the day to coincide with the theatre's three matinee shows. Public an parochial schools tied in with the newspaper's plan.

Book Edition of "Bullet" Offers Chance for Tieups

A special edition of Paul DeKruif's "Microbe Hunters" has been published by Pocket Books, Inc., through an arrangement with Warner Bros., under the title of "Dr. Ehrlich's Magic Bullet," which is the title of the picture now being shown in theatres throughout the country.

The book is being given a large campaign by Pocket Books, Inc., tieing in with the picture through its many dealers all over the country. The jacket of the volume carries a credit line for the picture, as does also the advertising and promotional material released to dealers.

Float for "Elizabeth & Essex"

Bugle calls (courtesy of sound apparatus) knights in armor (courtesy of the local museum), and a girl in costume seated on a throne, all through the courtesy of Bert Leighton, manager of the Grand, Lancaster, Penna., was the theme of the float which told of the arrival of "The Private Lives of Elizabeth and Essex."

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Abe Lincoln in Illinois	Mar. 2
Allegheny Uprising	Nov. 4
Amazing Mr. Williams	Nov. 18
Another Thin Man	Nov. 25
Balalaika	Dec. 30
Brother Rat and a Baby	Jan. 13
Charlie McCarthy, Detective	Dec. 23
Congo Maisie	Jan. 20
Destry Rides Again	Dec. 16
Dr. Cyclops	This Issue
Earl of Chicago	Jan. 6
Fighting 69th	Jan. 27
First Love	Nov. 11
Geronimo	Dec. 30
Great Victor Herbert	Dec. 23
His Girl Friday	Jan. 13
House Across the Bay	Mar. 9
Hunchback of Notre Dame	Dec. 30
I Take This Woman	Feb. 3
It's a Date	Mar. 16
Joe and Ethel Turp Call On The President	Dec. 9
My Little Chickadee	Feb. 24
Ninotchka	Nov. 4
Northwest Passage	Feb. 24
Primrose Path	Mar. 23
Reno	Dec. 2
Secret of Dr. Kildare	Nov. 18
Strange Cargo	Mar. 16
Swanee River	Jan. 6
Swiss Family Robinson	Feb. 10
That's Right, You're Wrong	Nov. 25
Too Many Husbands	Mar. 23
Vigil in the Night	Feb. 17

Prominent New York Night Spots Help Plug "Virginia City"

Novel announcement cards heralding the recent world premiere of "Virginia City" in Virginia City and Reno, were distributed to a number of prominent night clubs and restaurants in New York, where they were prominently displayed.

As part of the advance campaign on the film, the cards were also sent to district and branch managers of the company for display in their offices.

The New York night spots where the cards were placed on view included the Stork Club; "21"; Jack Bleeck's; Jack Dempsey's; Reubens; La Conga; Radio Franks; Jimmy Kelly's; Jack White's; the Onyx Club; Famous Door; Brown Derby; Lindy's; and The Tavern.



Real Exploitation at Low Cost

Lobby exploitation on "Destry Rides Again" used by Manager Robert A. Wade of the Vista Theatre in Hollywood, Calif. The entire expenditure didn't amount to over 50c, which proves what Showmanship can do for a picture.

The Box Office Slant

Beyond Tomorrow

RKO Radio | Drama | 84 mins.

(Prod. No. 31, Nat'l Release, April 19)

Cast: Charles Winninger, Richard Carlson, Maria Ouspenskaya, Jean Parker, Helen Vinson, C. Aubrey Smith, Harry Carey, Rod La Rocque, James Bush, William Bakewell, Alex Melesh, J. Anthony Hughes, Robert Homans, Virginia McMullen. Credits: Produced by Lee Garmes. Associate Producer, Adele Comandini. Directed by A. Edward Sutherland. Screenplay by Adele Comandini from an original story by Mildred Cram and Adele Commandini. Director of Photography, Lester White. Special effects by Ned Mann, Jack Cosgrove, Howard Anderson. Art Director, Stephen Gooson. Film Editor, Otto Ludwig.

Plot: On Christmas Eve in New York City three elderly successful men, Charles Winninger, C. Aubrey Smith and Harry Carey, await dinner guests. When the guests send their regrets, the trio throw their wallets out the window to see if anyone will pick them up. Carey, who has lived down a scandal and is bitter, says no one will return them. The one belonging to him is not returned, but the other two are brought back by Richard Carlson, a young Texan, and Jean Parker, a nurse from a day nursery. The two guests remain for dinner, and the entire group, including the housekeeper, Maria Ouspenskaya, become fast friends. Called away by business some days later, the three partners take a plane for Pittsburgh. The plane crashes and they are given up for lost. Meanwhile, their spirits come home. Because Winninger had left bonds and securities in Carlson's and Jean's names, the story gets in the papers, with the publicity getting Carlson a job singing over the radio. He soon comes under the influence of Helen Vinson, a musical comedy star, and while dining with her at a country roadhouse, is shot by James Bush, her ex-husband. Helen is killed, but the spirit of Winninger intercedes with Saint Anthony to send Carlson back to Jean. Reunited with Carey, who had gone down into Darkness because of his unrepentant soul, Winninger goes up the Golden Steps.

Comment: In spite of splendid direction and capable performances, the success of this first production venture of Lee Garmes seems somewhat problematical. It is not entertainment in the general sense, for it moves slowly and deals with a theme involving, to a certain degree, the super-natural. How patrons will react to the "returned spirits" idea is a matter of conjecture. Aside from that the story is depressing, with only a few light moments here and there to relieve the tension. One cannot, however, fail to give credit to the producer for a sincere effort which, even though it does not look successful now, may turn out to be when it hits the theatres. Outstanding performances are contributed by Maria Ouspenskaya, Charles Winninger, C. Aubrey Smith and Harry Carey. The special photographic effects are excellent, although the photography as a whole is dark. In selling it, the title should be good for tieups; for example, "Do your shopping today . . . 'beyond tomorrow' may be too late." Jean Parker fashions offer possible tieups. **(ADULT)**

Catchline: "Their spirits remained . . . beyond tomorrow . . . to guide two in love."

AUDIENCE SLANT: ITS UNUSUAL THEME MAY BE RIDICULED BY SOME.

BOX OFFICE SLANT: IT WILL NEED STRONG SELLING. THOUGH THE CAST IS NOT OUTSTANDING, IT CONTAINS SOME SEASONED TROOPERS WHO SHOULD BE FEATURED IN YOUR ADVERTISING.

Legion of Decency Ratings

(For Week Ending March 30)

SUITABLE FOR GENERAL PATRONAGE

Buck Benny Rides Again
Blazing Six Shooters — Rancho Grande
Courageous Dr. Christian — Stagecoach War

SUITABLE FOR ADULTS ONLY

Black Friday — Over the Moon
Rebecca

OBJECTIONABLE IN PARTS

Human Monster
Primrose Path

CONDEMNED

Strange Cargo

Zanzibar

(Hollywood Preview)

Univ. | Melodrama | 72 mins.

(Prod. No. 4025, Nat'l release, Mar. 8)

Cast: Lola Lane, James Craig, Eduardo Ciannelli, Tom Fadden, Robert C. Fischer, Henry Victor, Clarence Muse, Samuel S. Hunds, Oscar O'Shea, Abner Biberman, Lionel Pape, Everett Brown, Harry Stubbs, Ray Mala and others. Credits: Original screenplay by Maurice Tombragel and Maurice Wright. Director of photography, Milton Krasner. Film editor, Milton Carruth. Associate art editor, Ralph M. DeLacy. Directed by Harold Schuster. Producer, Warren Douglas.

Plot: Lola Lane, woman explorer and hunter, is commissioned by the British government, to secure possession of the sacred skull of Noguru, a former sultan, holding of which means control of the natives of German East Africa. James Craig, young American, sails along for adventure and Eduardo Ciannelli, a foreign agent gets in by bribing the ship's mate, Henry Victor. Ciannelli kills the captain and assumes leadership, but a storm wrecks them. Lola leads the party inland to the Noguru country, where the sultan, Edward Fischer, outfits Lola for another hunt. Her hunt over, she tries to steal the skull and is captured, and consigned to death by torture. A native saves them and Craig fires the village so they can escape. They trap Ciannelli and Victor with the skull, kill them and escape as a volcano overruns the skull's temple and the village.

Comment: Here is a straight jungle and serial-type melodrama aimed for those theatres where action is the main requirement, and ready to deliver under such circumstances. Its first half is stronger than the finish, when the switches from studio shots to process are too easily apparent in the volcanic eruption scenes. Strong enough to carry alone where special bookings are made for youngsters on Saturday, it cannot figure better than a supporting feature on week runs in major houses. It is the first directional effort of Schuster, former studio caster, and as such shows promise. All chance for player characterization has been sacrificed to action, with the result that Ciannelli's villainy and Clarence Muse's very brief comedy moments stand out most clearly. It is really a serial crowded into one feature. For a lobby display you can use African hunt props, live or stuffed wild animals or costumed Negro tribesmen. Stage a Saturday children's show, with small prizes for those appearing in the best costumes resembling members of an African safari. **(FAMILY)**

Catchline: "A courageous girl battles the African jungles for control of a country."

AUDIENCE SLANT: TOP FOR YOUNGSTERS AND LOCATIONS WHERE ACTION PLUS IS DEMANDED.

BOX OFFICE SLANT: WILL NEED HELP FOR OTHER THAN SATURDAY JUVENILE PROGRAM SHOWINGS.

Texas Stagecoach

Columbia | Western | 59 mins.

(National Release, June 6)

Cast: Charles Starrett, Iris Meredith, Bob Nolan, Dick Curtis, Ed Le Saint, Kenneth MacDonald, Harry Cording, Francis Walker. Credits: Directed by Joseph H. Lewis. Original screenplay by Fred Myton. Photographed by George Meehan. Film Editor, Charles Nelson.

Plot: Nolan and his sister, Iris Meredith, own a stage line whose base is in Ludlow. The rival stage line is owned by Ed Le Saint and his son, Charles Starrett. Owners of both lines are offered opportunities at the same time to build a new road through to Kingman. Each blames the other when attempts are made to delay either job, but in reality Kenneth MacDonald and his evil henchman, Dick Curtis, are playing the owners against each other so MacDonald can eventually get control of both companies. But the two are "found out" by Starrett and brought to justice.

Comment: This is a good western for the outdoor fans who like action, villainy and gunplay. Cattle rustling has been forgotten while some of the characters try to push through a road and others try to prevent it. There are a few laughs, and the Sons of the Pioneers contribute a song or two, one of them in a clever manner. Charles Starrett is as good as usual, and Iris Meredith displays some becoming fashion against a sagebrush background. Villain Dick Curtis has been given a gray hat and shirt to take away some of this blackness, but he's still one of the blackest of menaces. For exploitation, arrange a contest among students on the development of transportation. Use plenty of action posters and cutouts for your oudoor displays. **(FAMILY)**

Catchline: "Flaming action as hard-riding son of the west tracks down a pair of Texas gangsters."

AUDIENCE SLANT: WESTERN FANS ALWAYS LIKE WESTERNS.

BOX OFFICE SLANT: AND BECAUSE THEY DO, YOU CAN COUNT ON THEM TO PROVE IT AT THE BOX OFFICE.

Florian

(Hollywood Preview)

MGM | Drama | 93 mins.

(Prod. No. 29, Nat'l Release, Mar. 29)

Cast: Robert Young, Helen Gilbert, Charles Coburn, Lee Bowman, Reginald Owen, Lucile Watson, Irina Baranovna, Rand Brooks, Soke Sakall, William B. Davidson, George Lloyd, George Irving, Charles Judels, Dick Elliott, Adrian Morris, Jack Joyce and Florian. Credits: Directed by Edwin L. Marin. Produced by Winfield Sheehan. Screenplay by Noel Langley and Geza Herczeg. From an original story by Geza Herczeg. Based on the novel by Felix Salten. Musical score by Franz Waxman. Art direc-

tor, Cedric Gibbons. Director of Photography, Karl Freund. Film editor, Frank Hull.

Plot: Young, a groom at the Imperial stables, informs Helen Gilbert, a duchess, of the birth of a perfect Lippizan stallion. She becomes attached to the colt. When Lee Bowman is sent to command the garrison in the town, because he has had a mesalliance with Irina Baranovna, she comes to threaten him, so he gives her the colt. Young protests and is dismissed. Helen persuades the Emperor to commandeer the horse for his riding school and hires Young as groom. But Bowman convinces the Emperor he loves Helen and the Emperor announces their engagement. War comes and Young and the horse go to the front and Helen becomes a Red Cross nurse. The war over, rank disappears and Helen and Young are free to marry. But he is imprisoned and on his release follows Helen to America where he finds Helen working as a governess and the horse hitched to a peddler's cart.

Comment: MGM has a sparkling hit in this picture, one that can be termed as something different in screen entertainment. Studded with top-ranking performances, direction and production, it emerges as a warmly human and colorful film, that should please everyone and roll up good grosses. The remarkable Lippizan horses in novel performances will captivate young and old, particularly those fond of animals. Robert Young and Helen Gilbert are splendid, heading an exceptionally fine supporting cast which includes such outstanding players as Charles Coburn Lee Bowman and Reginald Owen. Irina Baranovna, making her American screen debut, scores with her striking personality and beautiful ballet dancing. Edwin L. Marin directed, providing excellent tempo, and Producer Winfield Sheehan returns to the production ranks with an impressive vehicle. The splendid photography of Karl Freund adds greatly to the picture's worth. This is the picture that Richard Rosson was lensing in Austria when he was arrested by Nazi authorities on suspicion of espionage, so display newspaper headlines in your lobby on the spy angle. Have a trained horse, white if possible, ridden around town showing its tricks in front of the theatre. There's also a Lady Godiva scene in the picture which should be a natural for a ballyhoo. **(FAMILY)**

Catchline: "Once a thoroughbred, always a thoroughbred."

AUDIENCE SLANT: SOMETHING NEW IN ENTERTAINMENT THAT SHOULD PLEASE.

BOX OFFICE SLANT: SHOULD GROSS WELL AT THE BOX OFFICE.

Rancho Grande

Republic Western 68 mins.

(Prod. No. 942—Nat'l Release, Mar. 22)

Cast: Gene Autry, Smiley Burnette, June Storey, Mary Lee, Dick Hogan, Ellen E. Lowe, Ferris Taylor, Joseph de Stefani, Roscoe Ates, Rex Lease, Ann Baldwin, Roy Barcroft, Edna Lawrence, Pals of the Golden West, Brewer Kids, Boys' Choir of St. Joseph's School. **Credits:** Associate Producer, William Berke. Directed by Frank McDonald. Screenplay by Bradford Ropes, Betty Burbridge, Peter Milne. Original story by Peter Milne and Connie Lee. Photographed by William Nobles. Film Editor, Tony Martinelli.

Plot: Gene Autry is foreman of a ranch inherited by the son (Dick Hogan) and the daughter (June Storey) of the deceased owner. In his will, the owner had stipulated that Gene would remain in charge. Hogan and June, fresh from the East, are homesick and irresponsible, and make it difficult for Gene to maintain order. At the same time, Ferris Taylor, large stockholder in the Citrus Valley Association, holders of a mortgage on the ranch, is trying to prevent an irrigation project that would make it possible to put some of the wasteland to use. He nearly succeeds, but Gene and his men prevent him from doing so. June and Hogan decide the ranch and Gene aren't so bad after all, and decide to remain.

Comment: This is excellent entertainment from the word "go!" The scripters have injected a slightly new twist into the plot, but it isn't the plot that makes the picture so entertaining; rather, it's the musical numbers, several comedy bits, and a scene or two that lift the film above the average western. Autry seems a little more subdued than usual, since he accomplishes no super-human feats. But he still knows how to use his dukes, and he sings well. Making her second appearance in an Autry western, Mary Lee again proves, by reason of her infectious good humor, charm and voice that she's on her way to future star billing. June Storey is not as pretty as a picture, she's even prettier, and her role fits her better than any she has had in some time. Smiley Burnette is himself, which will be enough for any audience. Tie up with music shops on the Columbia recording of Autry singing "Alla en el Rancho Grande." There's a June Storey tieup on shoes, of which you should take advantage. Give the picture stronger plug in your newspaper advertising than ordinarily, for it is worthy of extra expenditure. **(FAMILY)**

Catchline: "Gun-play and song-play as Gene pulls strings to snare a secret plotter."

AUDIENCE SLANT: SWELL ENTERTAINMENT FOR THE WHOLE FAMILY.

BOX OFFICE SLANT: IT SHOULD DO WELL WHEREVER AUTRY IS POPULAR.



"Monster" Window Display

Here is the latest in eye-catching window displays engineered under the supervision of Sam Rosen, Monogram's Philadelphia branch manager. Made up for that company's release, "The Human Monster," the displays consisted of cut-outs from the stills, over-size head of Bela Lugosi, and a sensational poster cutout. It ought to give theatremen an idea or two in making up their own displays on the film.

"Too Many Husbands" Available, Declares Marriage Broker

An unusual publicity stunt designed especially for Leap Year Day and which received wide metropolitan and national syndicate coverage was arranged in New York recently for "Too Many Husbands" by Al Sherman and Jose Schorr of Columbia's publicity department.

H. Ehrenreich, one of the leading marriage brokers, at a specially arranged press interview, declared that his problem was "that there are 'Too Many Husbands' available and not enough girls to go around." He backed his statement with the census figures which show that there are 3,500,000 more marriageable men than girl in the United States.

Seaman's Book Jackets

Dave Seaman, manager of the Forum Theatre, Philadelphia, has succeeded in getting publicity into the schools. His accomplishment is the result of having book jackets made up plugging the theatre, with merchants copy on the other side offsetting any expenses. The kids cover their books with the jackets; the announcements go into their homes, and this means action later at the box office. Simple? Yes. But have you done it?



MORE POPULAR THAN EVE
OF GRAND FILM SERIES RE



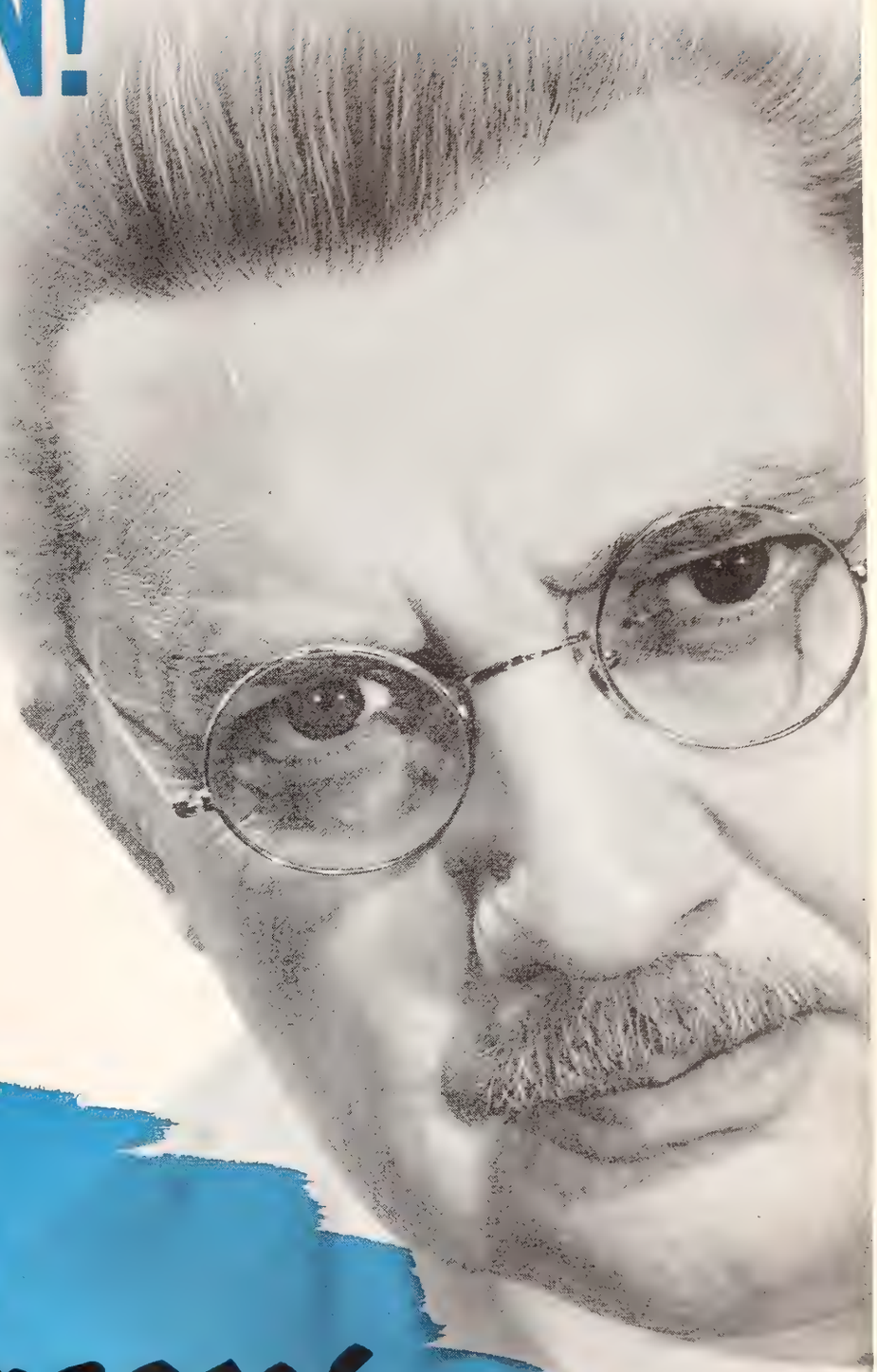
N THE AIR...AS NEWEST HES SCREEN!

test Crossley rating of radio pop-arity gives "Dr. Christian" pro-am, over CBS network, a new all-ne high figure . . . meaning more e-sold customers than ever for this ond of the film feature series!

•

e well-loved central characters the radio drama, brought to the een in a heart-warming story of the e that has made the doctor and his timates eagerly awaited and wel-med callers in millions of homes.

★



THE *Courageous* OCTOR CHRISTIAN

with

OROTHY LOVETT • ROBERT BALDWIN • TOM NEAL
AUDE EBURNE • A STEPHENS-LANG PRODUCTION

irected by Bernhard Vorhaus

Original Screen Play by Ring Lardner, Jr. and Ian McLellan Hunter

RKO RADIO PICTURES

Dr. Cyclops

An SIB Showmanalysis

(REG. U. S. PAT. OFF.)

WHEN a new departure in screen entertainment makes its appearance, the showman has something he must sell. In any other business, for that matter, if a new gadget appears on the market, a thorough advertising campaign must be prepared to get the public to use that gadget. Now "Dr. Cyclops," of course, is no gadget, it's a picture so startlingly different from anything that has come out of Hollywood in years that the public must naturally be "prepared" for the unusual, and the best way to prepare them is through good old-fashioned showmanship.

That it is a story of young lovers in the grip of a biochemical genius; that it was photographed in Technicolor employing new effects and tricks; that players were selected to fit the story and not the story made to conform to the players—these are facts that must be included in your publicity. You know your situation better than anyone else, so that if the shock or horror angle has a tendency to scare the women away, then dispense with it and concentrate on the novelty and romance. After all, nothing should be done that would cause the women to turn thumbs down on your showing of the picture.

Already Paramount has held six pre-release test engagements—Kansas City, Denver, Providence, Hartford, Altoona and Nashville—all of which, according to reports, were highly successful. In view of this, special exploiteers are being assigned to various territories to aid exhibitors in their first-run campaigns.

Swell for Teaser Campaign

Get the town "Dr. Cyclops"-conscious. Begin early to run teaser ads: "He's coming—the amazing 'Dr. Cyclops'!" Get out teaser tack cards and posters. Paramount will have several styles of teaser ads, as well as at least two styles of tack cards, available for exhibitors. You should have teaser stickers and throwaways printed, the former for sniping around town and the latter for distribution. Many unusual facts about the picture should be planted in the newspaper in advance. They should be short, pithy paragraphs concerning the sizes of the characters, the shadows and tones used in the photography, the gargantuan furniture, the authors, the musical score—well, there are a number of them that will make interesting reading and will arouse interest. You'll find them in the publicity section of your press book.

In the lobby, well in advance, make up a giant display employing a huge eye. Across the front, either painted in white or cut out of compo-board and whitened, use the copy "The amazing 'Dr. Cyclops' is on the way." If you wish, stills can be grouped about the display. Incidentally, large cut "eyes," placed wherever patrons will literally run into them, should be spotted throughout the front of the theatre. A huge cutout of "Dr. Cyclops" can be made by your house artist, using one of the stills as a guide. This cutout should reach from the sidewalk to, or even above, the marquee. Cutouts of the young lovers should also be placed beside the huge figure to accentuate his height and to bring out the romance.

If you can get permission from the authorities, paint large footprints on the sidewalks leading to your theatre. It's an old gag, but you'll be doing it in a new way by making the footprints much larger than usual and by using the line: "Watch Your Step—this is 'Dr. Cyclops'."

Surely a novelty shop, or perhaps the local ten-cent store, can either supply you or tell you where you can get small reducing mirrors which make the holder look smaller than he really is. If you're fortunate enough to get them, have copy pasted on the back of each and distribute them. Suggested copy: "You think you look small, but wait till you see the tiny people in 'Dr. Cyclops'."

The window of a local furniture store would be the ideal spot for a display highlighting the unusual feature of the picture—small characters. Either with cutouts or with dolls, and with furniture as the background, you can arrange a window that will certainly attract passersby. If dolls are used, they should be made to resemble the actual characters, at least in dress, as nearly as possible. A placard explaining the display in relation to the picture should be included, as well as a number of stills.

Using the large eye motif for the centerpiece, and surrounding it with stills, make up a display for an optometrist's window. Your tie-in copy should be: "He sees everything—the amazing 'Dr. Cyclops'—but can you?

One of the six pre-release test engagements for "Dr. Cyclops" was in Hartford Conn., where the advertising campaign illustrated below was used. That it got results is proved by the fact that the picture was held over a second week. Ads one and two were advance; three, day before opening; four, current, and five, second week. All appeared in the Hartford Courant.

Better have your eyes examined today so you can enjoy every exciting, breath-taking moment of 'Dr. Cyclops' at the Blank Theatre (date)."

Perhaps you can get bell hops at local hotels to go about the lobby at frequent intervals "paging Dr. Cyclops." When he is "unable" to find his party, he returns to a telephone and in a loud voice answers: "Dr. Cyclops isn't here, but you can see him at the Blank Theatre (date)." Small cards could be placed under the doors of hotel rooms. Copy could state that "while you are a guest in Blankville, you'll want to see one of the most novel pictures ever made—a picture that will amaze you with its photographic tricks, and will touch your heart with its romance . . . that's 'Dr. Cyclops' . . . we urge that you see it before leaving town."

Another good distribution stunt consists of cards, each with a penny attached. For copy, we suggest: "Here's your start toward your first million . . . for a million thrills, for a million heart throbs at the plight of young lovers reduced to doll-size humans, see 'Dr. Cyclops'." For distribution to offices, use cards with this copy: "Don't go home until you've seen 'Dr. Cyclops'."

What to do—what to do? That's the problem of the young lovers in "Dr. Cyclops," who have been reduced to approximately foot-high characters. Citing their predicament in your details, conduct a newspaper contest in which readers answer the question: *"What would you do?"* Illustrate the details with scenes from the picture.

Try to arrange some "scientific marvel" display either in your lobby or in a store window. The angle is that "it's amazing, but not nearly as amazing as 'Dr. Cyclops'."

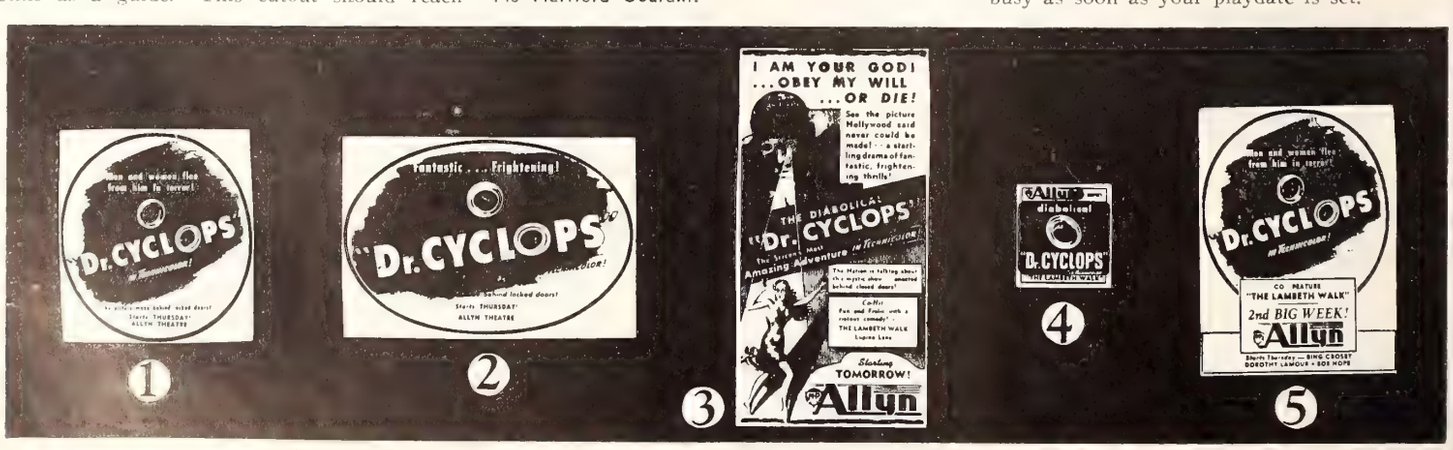
A display of miniature clothing might be promoted from a clothing merchant, provided you can get the clothing. Many establishments have it on hand for their own miniature examples of men and women's styles. The copy for the display could be: "This is your size . . . if you're under the influence of 'Dr. Cyclops'."

If you have a wall projector, you'll arouse interest by flashing the "eye" trademark on a nearby building with copy that "Dr. Cyclops" is coming.

Several trick stills are available to aid you in preparing a front that will accentuate the picture's novelty angle. Romantic poses of the lovers should be also prominently displayed as a come-on for the women.

All during your campaign, keep in mind that this picture, because it is different, because it has no star cast, is one that must be exploited to the limit. You have plenty of ammunition with which to work, so we suggest you get busy as soon as your playdate is set.

Original screenplay by Tom Kilpatrick. Directed by Ernest B. Schoedsack. Produced by Dale Van Every.





Not with magic...not with sleight-of-hand!...But with TRAILERS...

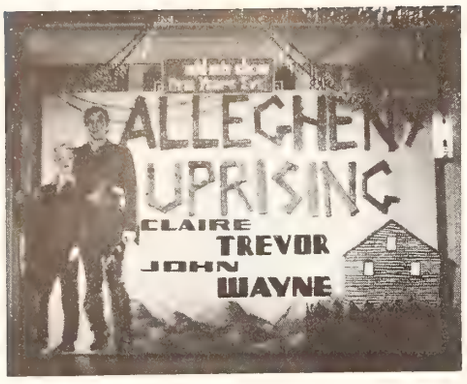
LOBBY DISPLAYS...ACCESSORIES...*Best Sellers in the Business!*

Using cold, hard showman's sense plus the piled-up knowledge of twenty-one years experience NATIONAL SCREEN SERVICE boils the whole advertising campaign down to short, sharp, stream-lined low-cost SELLING right in your show-window . . . your screen . . . your lobby . . . your theatre.

Result: The best theatre advertising ever devised . . . reaching more people . . . selling more tickets . . . costing less than any other advertising you can buy.

NATIONAL *Screen* SERVICE · NATIONAL *Screen* ACCESSORIES

ADVERTISING ACCESSORIES, INC.



Flashy Display on "Uprising"

With the title outlined in rustic, wooden letters, this flash display on RKO-Radio's "Allegheny Uprising" stopped patrons in their tracks recently at the Met Theatre in Baltimore. Credit Manager Harold Grott for the display.

Bachner Promotes 5-Column Art Layout on "Grapes of Wrath"

Recently David Bachner took over the post of director of advertising for Warners' Hippodrome Theatre, Cleveland, Ohio. And right off the bat he promoted newspaper breaks unprecedented in Cleveland theatrical history.

On the first page of the second section of the *Cleveland Press,* a giant five-column art layout plugged the showing of "The Grapes of Wrath." The layout told in pictorial form the story of the Joads from the time young Tom "returns to Oklahoma" until the family struggles on in California confident that "nothing can beat us."

In the *Cleveland News,* a tieup ad appeared tieing in the picture with the newspaper's rental directory. The headline was "Troubled . . .," below which appeared a photo of Ma Joad, Grandma and Rosasharn, and this copy: ". . . because you are unable to find the room, house or apartment you're seeking? If you are, you haven't been looking in the right place." Then the ad went on to recommend the "latest listings of the most desirable rooms, houses and apartments which appears daily in the *News* Rental Directory." A credit line for the picture was at the bottom of the ad.

Bachner has done a mighty fine piece of promotion, and we're sure other showmen will be eager to see future evidences of his work. So how about it, David?

P. S. Hardly had we completed these lines when some more tear-sheets of promotions came to our attention. For "The Blue Bird," Bachner promoted 6-column ad with the *News,* and also succeeded in rounding up a 3-column tiein on the same picture, as well as another on "The Grapes of Wrath." We'd say that Bachner's certainly getting things done in Cleveland.

National Guard Helps Sell "69th" in Middletown, N. Y.

A gala premiere helped give "The Fighting 69th" a tremendous sendoff at the Paramount Theatre, Middletown, N. Y.

Manager Harry G. Stowell tied up with the local National Guard Unit, who cooperated by sending down two motorized field units, placing them in front of the theatre for the premiere.

On the night of the opening, the National Guard paraded to the house, accompanied by their drum and bugle corps. At a signal, the entire unit paraded down the aisle of the theatre, to the applause of the patrons who had already purchased their seats and were waiting for the show to start.

The stunt drew a large crowd to the house and resulted in much favorable publicity, helping the film to a huge gross.

The Studio Check-Up

[This Week: In Production—41; Being Edited—66]
[Last Week: In Production—42; Being Edited—63]

NOTE: Asterisk (*) indicates pictures on which Advance Dope has been published—see Booking Guide for dates of publication.

COLUMBIA

BEING EDITED

PASSPORT TO ALCATRAZ*
DOCTOR TAKES A WIFE*
MAN WITH NINE LIVES*
I MARRIED ADVENTURE—Travelogue Feature. Made by Mrs. Osa Johnson.

FUGITIVE FROM A PRISON CAMP—Jack Holt, Marion Marsh. Director, Lewis D. Collins.

DEAD MAN'S ISLE—Peter Lorre, Rochelle Hudson. Director, Charles Borton.

IN PRODUCTION

LONE WOLF MEETS A LADY—Warren William, Esther Muir. Director, Sidney Salkow.

BILL ELLIOTT No. 3 (untitled)—Bill Elliott, Iris Meredith. Director, Joe Lewis.

METRO-GOLDWYN-MAYER

BEING EDITED

NEW MOON*
FORTY LITTLE MOTHERS*
TWO GIRLS ON BROADWAY*
EDISON THE MAN*
AND ONE WAS BEAUTIFUL*
ANDY HARDY MEETS DEBUTANTE*

IN PRODUCTION

DR. KILDARE'S STRANGE CASE*
PRIDE AND PREJUDICE*
WATERLOO BRIDGE*
SUSAN AND GOD*
MORTAL STORM*
20 MULE TEAM—Wallace Beery, Leo Carrillo, Noah Beery, Jr. Director, Richard Thorpe.

BOOM TOWN—Clark Gable, Spencer Tracy, Hedy Lamarr, Claudette Colbert. Director, Jack Conway.

TO OWN THE WORLD—Lana Turner, Lew Ayres. Director, Harold S. Bucquet.

MONOGRAM

BEING EDITED

COVERED WAGON TRAIL*
PALS OF THE SILVER SAGE*
TERROR OF THE SKY*
TOMBOY*

IN PRODUCTION

COWBOY FROM SUNDOWN*

(In England)

LIBERTY RADIO—Diana Wynyard, Clive Brook.

PARAMOUNT

BEING EDITED

UNTAMED (Tech.)*
TYPHOON (Tech.)*
OPENED BY MISTAKE*
LIGHT OF THE WESTERN STARS*
BISCUIT EATER*
THOSE WERE THE DAYS*
HIDDEN GOLD*
WAY OF ALL FLESH*
SAFARI*
GOLDEN GLOVES*
STAGECOACH WAR*
BUCK BENNY RIDES AGAIN*
QUEEN OF THE MOB*
DOWN WENT McGINTY*
DATE WITH DESTINY*

IN PRODUCTION

GHOST BREAKERS*
HENRY ALDRICH No. 1*
NORTHWEST MOUNTED POLICE (Tech.)—Gary Cooper, Madeline Carroll, Preston Foster, Paulette Goddard. Producer-Director, Cecil B. DeMille.

I WANT A DIVORCE—Dick Powell, Joan Blondell, Frank Fay. Director, Ralph Murphy.

RKO-RADIO

BEING EDITED

IRENE*
MY FAVOPITE WIFE*
CURTAIN CALL
SAINT TAKES OVER*
YOU CAN'T FOOL YOUR WIFE*
THE RAMPARTS WE WATCH—March of Time Feature.

IN PRODUCTION

TOM BROWN'S SCHOOL DAYS—Jimmy Lydon, Sir Cedric Hardwicke. Director, Robert Stevenson.

ANNE OF WINDY POPLARS — Anne Shirley, James Ellison. Director, Jack Hively.

VILLAIN STILL PURSUED HER—Anita Louise, Richard Cromwell, Alan Mowbray. Director, Edward F. Cline.

LONE STAR LEGION—George O'Brien, Virginia Vale. Director, David Howard.

REPUBLIC

BEING EDITED

DARK COMMAND*
IN OLD MISSOURI*
YOUNG BUFFALO BILL*
GRANDPA GOES TO TOWN*
COVERED WAGON DAYS*

IN PRODUCTION

WOMEN IN WAR*
CROOK ROAD—Irene Hervey, Edmund Lowe. Director, Phil Rosen.

DOCTORS DON'T TELL—Charles Coburn. Director, Bernard Vorhaus.

GAUCHO SERENADE—Gene Autry, June Storey, Smiley Burnette. Director, Frank McDonald.

GANGS OF CHICAGO—Lola Lane, Lloyd Nolan, Barton MacLane. Director, Arthur Lubin.

20th CENTURY-FOX

BEING EDITED

I WAS AN ADVENTURESS*
SAILOR'S LADY*
STAR DUST*
CHARLIE CHAN'S MURDER CRUISE*
EARTHBOUND*
ON THEIR OWN*
ROGUE OF THE RIO GRANDE—Cesar Romero, Mary Beth Hughes, Evelyn Venable. Director, H. Bruce Humberstone.

20th CENTURY-FOX (Cont.)

IN PRODUCTION

LILLIAN RUSSELL*
MARYLAND*
GIRL IN 313—Florence Rice, Joan Valerie. Director, Ricardo Cortez.

YOUNG PEOPLE—Shirley Temple, Jack Oakie, Charlotte Greenwood. Director, Allan Dwan.

RAIN OR SHINE—Virginia Gilmore, Joan Davis. Director, David Burton.

(In England)

GESTAPO—Margaret Lockwood, Rex Harrison. Directed by Carol Reed.

UNITED ARTISTS

BEING EDITED

SAPS AT SEA (Roach)*
1,000,000 B. C. (Roach)*
THE WESTERNER (Goldwyn)*
OUR TOWN (Lesser)*
GREAT DICTATOR—Charles Chaplin, Paulette Goddard. Producer-Director, Charles Chaplin.

(In England)

THIEF OF BAGDAD (Tech.)—Sabu, Conrad Veidt, June Duprez. Producer, Alexander Korda.

IN PRODUCTION

TURNABOUT (Roach)—Carole Landis, John Hubbard, Adolphe Menjou. Director, Hal Roach.

SOUTH OF PAGO PAGO—Jon Hall, Victor McLaglen, Frances Farmer. Director, Alfred E. Werker. Produced by Edward Small.

PERSONAL HISTORY (Wanger) — Joe McCrea, Herbert Marshall, Laraine Day Director, Alfred Hitchcock.

UNIVERSAL

BEING EDITED

RIDERS OF PASCO BASIN* (W)
ENEMY AGENT*
ALIAS THE DEACON*
LA CONGA NIGHTS*
SANDY IS A LADY*
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY — Peggy Moran, Johnny Downs, Broderick Crawford. Director, Al Rogell.

IN PRODUCTION

IF I HAD MY WAY*
SKI PATROL—Luli Deste, Philip Dorn, Kathryn Adams. Director, Lew Landers.

WARNER BROTHERS

BEING EDITED

FUGITIVE FROM JUSTICE*
SATURDAY'S CHILDREN*
TILL WE MEET AGAIN*
AN ANGEL FROM TEXAS*
FLIGHT 8

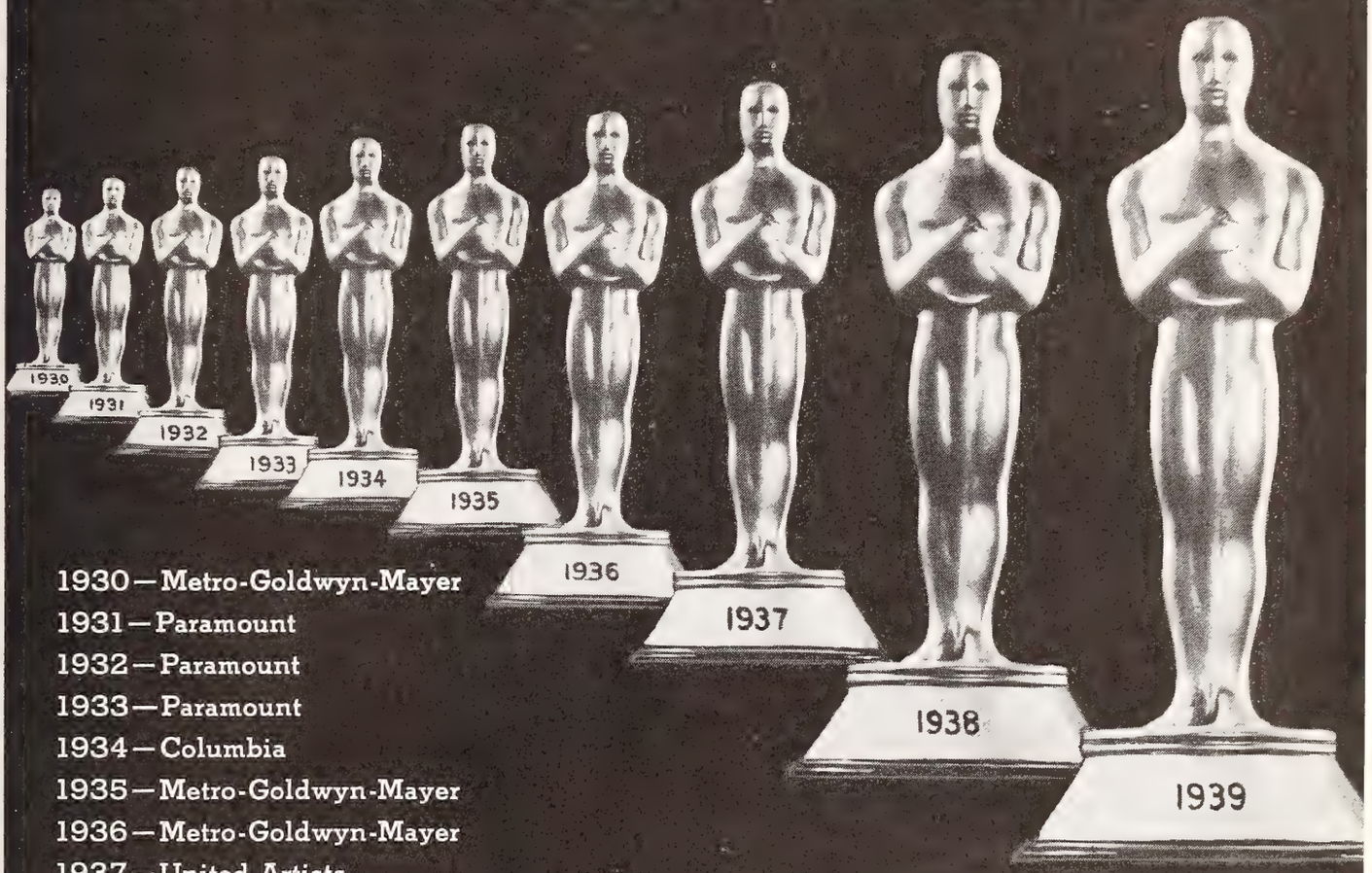
IN PRODUCTION

ALL THIS AND HEAVEN, TOO*
TORRID ZONE*
SEA HAWK*
BROTHER ORCHID—Edward G. Robinson, Ralph Bellamy, Ann Sothern, Donald Crisp, Humphrey Bogart. Director, Lloyd Bacon

LIFE OF KNUTE ROCKNE—Pat O'Brien, Ronald Reagan, Gail Page. Director, William K. Howard.

10 in a row

...for Western Electric recorded Sound!



1930—Metro-Goldwyn-Mayer
1931—Paramount
1932—Paramount
1933—Paramount
1934—Columbia
1935—Metro-Goldwyn-Mayer
1936—Metro-Goldwyn-Mayer
1937—United Artists
1938—United Artists
1939—Universal

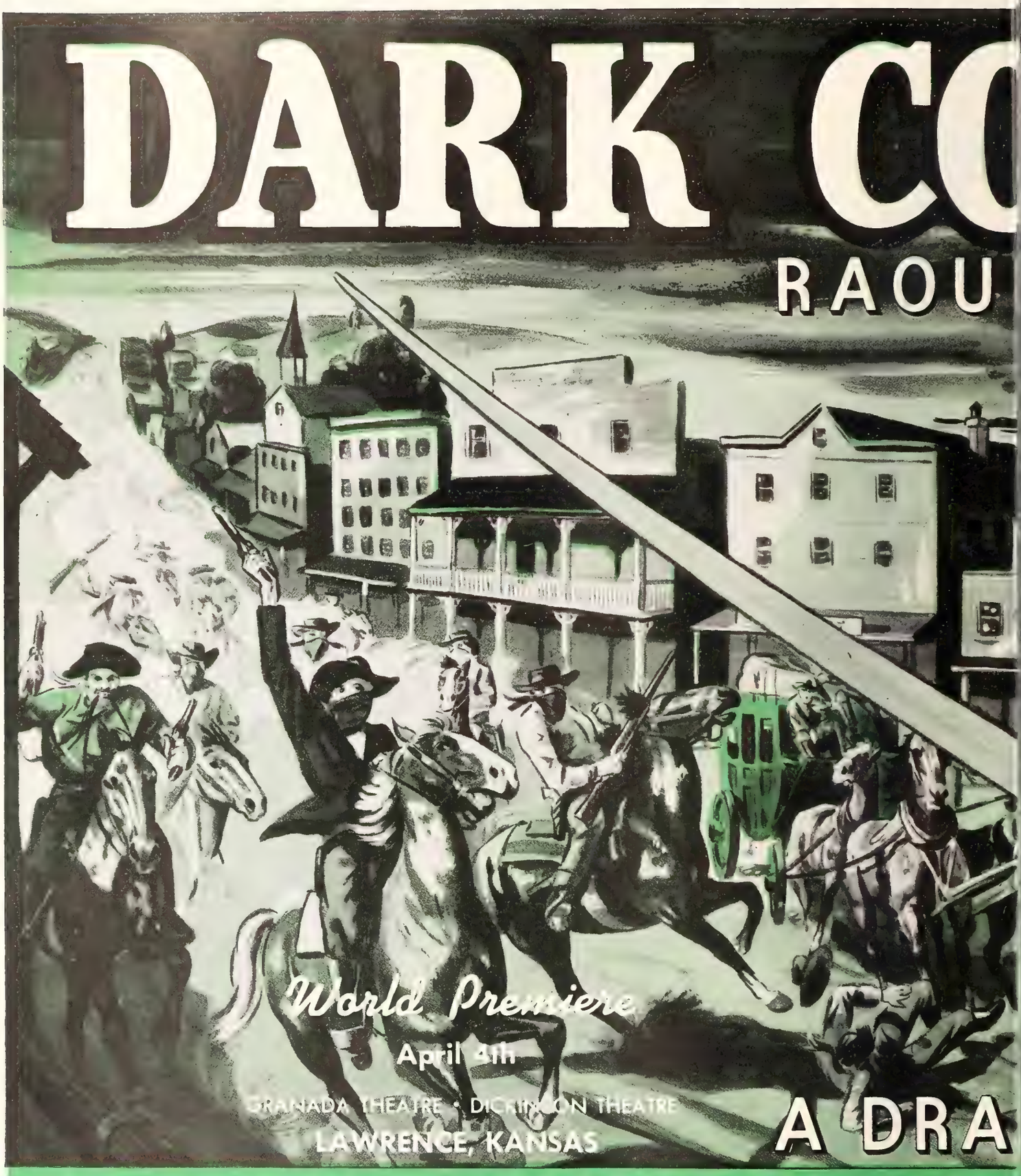
It is significant that throughout its 10 year history, the sound recording award of the Academy of Motion Picture Arts and Sciences has been made every year to ERPI licensees using Western Electric equipment. Congratulations to the individuals and Sound Departments who have won the awards!

Electrical Research Products Inc.

195 BROADWAY, NEW YORK, N. Y.

SUBSIDIARY OF

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ROY ROGERS · GEORGE HAYES · PORTER H

A REPU


mmand
ALSH · DIRECTOR
OF UNDYING LOVE
YNE · WALTER PIDGEON
MARJORIE MAIN · RAYMOND WALBURN
PICTURE

The Short Subject

IN THE

SHORT SHOPS

Paramount

Five song numbers will be heard in the forthcoming Headliner short subject, "Have You Met Yvette?" which features Yvette, vivacious French songbird, Paul Baron, popular NBC orchestra leader and Ben Grauer, radio announcer. In addition to Yvette featuring her theme song "J'Attrendrai" other songs to be heard are "I Just Can't Make My Eyes Behave," "With the Wind and the Rain in Your Hair" and "In a Park in Paree." Paul Baron also will offer his original song number "Alibaba Rides." "Have You Met Yvette?" directed by Leslie Roush will be nationally released April 19.

Vitaphone

Fifty children, ranging upward to 16 years of age have been engaged for "Cinderella's Feller," Technicolor short which goes before the cameras under direction of William McGann. Maris Wrixon is set to play the fairy princess in the picture, which Gordon Hollingshead will supervise.

MGM

Hugh Harman, cartoon producer has created a new star he thinks will be a hit of the new season. The new animated hero is "Silver, The Wonder Horse," star of a new cartoon of the same name.

As a reward for their work in the animated cartoon field, two members of the cartoon department have been promoted to head their own unit, making six animated features yearly, as part of the studio's annual release of eighteen such subjects. The two are William Hanna and Joe Barbera, former director and writer with the Rudolf Ising unit of the department. Their first effort will be "Swing Social," done in Technicolor under the supervision of Fred C. Quimby, department head.

Warners Coordinate Shorts Production at Burbank Studios

Several organic changes have been effected in the structure of Warners' short subject department as the Burbank Studio materializes its plan for making all of the company's product of this type. In the past, the majority of Warner shorts were produced at the Vitaphone studio in Brooklyn, which now is closed.

Under the new setup, Ira Genet, who has been making a series of short subjects in the East, becomes aide to Gordon Hollingshead, who is in charge of this production. In particular, Genet will concentrate on a band series.

Charles Tedford, who has written many of the historical featurets, has been switched to the feature department. Owen Crump, associated with the studio for about one year as a writer of shorts, will handle stories for this department and work on these scripts, as well.

Warners plan to start work on its 1940-41 program of featurets and shorts on May 15. First picture on the new season's schedule to be released will be "Riding Into Society," the Elsa Maxwell featuret.

Merchant Cooperates

For the showing of a March of Time release, "Republic of Finland" at his theatre, Manager Charles J. Murray of Ft. Worth, Texas, helped the Finnish Relief by getting the cooperation of a local merchant, who also bought tickets at $100 each. The newspapers came through with plenty of stories, and there were lots of window cards posted in prominent locations. It was a neighborhood engagement, but Murray put it across as well, or perhaps better, than many managers of deluxe houses.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 30)

CAPITOL—Valiant Venezuela (MGM) rev. 12-23-39; Know Your Money (MGM) rev. 2-3-40.
CENTER—Pennant Chasers (RKO-Pathe); The Ugly Duckling (RKO-Disney) rev. 10-22-38.
CRITERION—Vacation Diary (RKO-Pathe) rev. 2-17-40; The Curious Puppy (Vita.)
GLOBE—The First Robin (20th-Fox); Top-notch Tennis (20th-Fox) rev. 2-24-40; The Silly Season (20th-Fox) rev. 11-18-39.
PARAMOUNT—Busy Little Bears (Para.) rev. 11-11-39; Females is Fickle (Para.) rev. 3-23-40.
RIVOLI—Aida (Guaranteed Pictures); Jerusalem (UA) rev. 10-8-38.
ROXY—For Outdoors (20th-Fox) rev. this issue; Kittens Mittens (Univ.) rev. 2-24-40.
STRAND—Africa Squeaks (Vita.) rev. 2-24-40.

CHICAGO LOOP

(Week Ending March 30)

APOLLO—What's Your I.Q. (MGM) rev. 3-9-40; Females is Fickle (Para.) rev. 3-23-40.
CHICAGO—Following the Hounds (20th-Fox) rev. 2-24-40.
GARRICK—Busy Bakers (Vita.); Seattle, Gateway to the Northwest (MGM) rev. this issue.
ROOSEVELT—Ants in the Plants (Para.) rev. 3-23-40; Unusual Occupations No. 3 (Para.) rev. 2-3-40.
UNITED ARTISTS—Canada at War (RKO-M of T) rev. 3-9-40; The Beach Picnic (RKO-Disney) rev. 5-27-39; For Outdoors (20th-Fox) rev. this issue.

Swell Publicity Break

Four two-column scene mats, one on top of the other, and each one dealing with a Warner Historical Featuret, were promoted from the *Dallas Times Herald*, Dallas, Texas, as a plug for the engagement of "Teddy, the Rough Rider," at the Palace. Chalk up another swell publicity break for Besa Short and her Short Subjects Department of Interstate Theatres.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 30)

PARAMOUNT (No. 61)—West Point gymnasts at Eastern Intercollegiate meet; Hitler and Mussolini confer; Sun spots affect radio, telephone, wire service; U. S. submarine Triton launched; President-elect of Costa Rica welcomed in Washington; Mackenzie-King re-elected in Canada; Barber shop quartet contest.

MOVIETONE (Vol. 22, No. 58)—Western Front awaits action; Duke of Windsor visits Tommies; British help French farmers plow; War training in Egypt; Dutch submarine sunk; British freighter sunk by U-boat; British build new vessels; U. S. submarine Triton launched; Inventor Barlow's bomb demonstrated; Fashions in glass; Cheltenham steeplechase; Australian trained police dog; Skiing at Sun Valley.

NEWS OF THE DAY (Vol. 11, No. 256)—War ends in Finland; Welles in London; Egypt's army guards Nile; Inventor Barlow's bomb demonstrated; Woodring defends plane sales to Allies; Blizzard in New York State; Stage stars pick glamor girl (Chicago only); Barber shop quartet contest; Hockey, N. Y. Rangers vs. Boston Bruins.

PATHE (Vol. 11, No. 73)—President-elect of Costa Rica in Washington; British test home defense forces; Welles in London; Ribbentrop in Rome; Mackenzie-King re-elected in Canada; Dutch submarine sunk; Woodring defends sales of U. S. planes; Inventor Barlow demonstrates bomb.

UNIVERSAL (Vol. 12, No. 862)—Inventor Barlow demonstrates bomb; War ends in Finland; British test home defense forces; Canada's wartime election; New stratosphere plane tried out; Blizzard in New York State; Amateur boxing bout; Warm weather in mountains; Skiing at Sun Valley.

(Released Wednesday, March 27)

PARAMOUNT (No. 60)—Skiing in New Hampshire; Department store fire in Boston; Chicago hospital seeks blood donor; Welles ends tour; Children take "fun cure"; Skating meet in New York; World's youngest golfer; Easter in New York, Yosemite Park and Washington, D.C.

MOVIETONE (Vol. 22, No. 57)—Liner Queen Mary on mystery voyage; Cruiser Achilles comes home; Ice-breaker on Penobscot River; Australia forest fires; Crime drive in Kansas City; Easter observances in New York, Washington and Hollywood; "Lillian Russell" hat fashions; Lew Lehr and monkey fashions; Skating meet in New York; World's youngest golfer.

NEWS OF THE DAY (Vol. 11, No. 255)—Finland's fate spurs Norse army maneuvers; Easter observances in New York and Yosemite Park; Miami coeds take up aviation training; Manhattan's 9th Avenue "el" doomed; White House egg rolling; Liner Queen Mary on mystery voyage; Ice carnival in New York.

PATHE (Vol. 11, No. 72)—S.S. Queen Mary joins King's navy; Russia absorbs Polish war areas; Welles visits exiled Polish government; Famed Hull House is 50 years old; World's youngest golfer; Ice carnival in New York; Greg Rice stars at Chicago Relays.

UNIVERSAL (Vol. 12, No. 861)—Easter observances in New York, Hollywood and Washington, D.C.; Texas air cadets get their wings; Junk helping French at war; Fish fry at Longview, Wash.; Track aces in Chicago Relays; World's youngest golfer; Ice carnival in New York; Roller derby in Chicago.

"Old Hired Hand Is Always There With the Right Idea"

You, Too, Can Have an Idea Factory

Encyclopedia of Exploitation

Live-wire Showmen all over this country are using the sure-fire system of boosting box office receipts by calling on their Encyclopedia of Exploitation for ideas, suggestions, plans and methods of exploiting shows in the way that brings results. "Old hired hand is always there with the right idea," they tell us. Why not hire a helper you can rely upon? Get a copy, Now, of Encyclopedia of Exploitation. Order by mail from:

SHOWMEN'S TRADE REVIEW
1501 Broadway, New York City

Short Subject Reviews

GOING PLACES NO. 73

Prod. No. 4358 *Excellent*

Univ. **Going Places** **9 mins.**

Comment: There's enough unusually interesting subject matter in this release to keep any audience occupied every minute. One clip deals with the manner in which science has taken the "clickety-clack" out of railroad travel by welding the rails together, while another shows the workings of a dog hospital on Long Island, where as much care is taken in the treatment of canines as with humans. The reel concludes with shots of canine royalty taken at the swanky Morris & Essex Show in New Jersey. Joseph O'Brien and Thomas Mead produced.

Exploitation: Display posters in all local train depots tieing in with the railroad clip. The subject on dogs suggests tieups with pet shops, and could be the basis for a pet parade.

FOR OUTDOORS

Prod. No. 603 *Tech.* *Excellent*

20th-Fox **Fashion Forecast No. 3** **10 mins.**

Comment: This is the usual gorgeous array of gorgeous girls portraying the latest fashions in Florida settings. Ilka Chase's smart commentary takes the curse off it for the men so that they can get a kick out of the ribbing. The Technicolor makes the costumes stand out as no black and white picture can, and as for the girls, well—. Vyvyan Donner directed.

Exploitation: Get a press book on this subject for the names of dealers who handle the merchandise displayed in this picture. There are excellent tieups available with the many stores which sell this merchandise. There is sure to be one in or near your city. The names of girls are also available for use in publicizing any of the local beauties who might be featured.

OVER THE SEVEN SEAS

Prod. No. 305 *Fine*

20th-Fox **Sports Review No. 5** **10 mins.**

Comment: Wherever there is a body of water of any size, this subject will be enthusiastically welcomed. It consists wholly of clips of sailing vessels of various types, photographed in action with the most picturesque backgrounds imaginable. There's an aura of romance which hangs over sailing ships, which makes people want to see pictures of them and these pictures should therefore satisfy completely. It is a subject of great pictorial beauty. Lew Lehr edited the subject, Truman Talley produced, Dave Cooper arranged it and Ed Thorgersen is the commentator.

Exploitation: Circularize all the members of the local yacht clubs and put placards up in the boathouses whenever they become active.

LABOR SAVERS

Prod. No. 403 *Amusing*

20th-Fox **Dribble Puss Parade No. 3** **9 mins.**

Comment: Lew Lehr describes a number of inventions designed to save trouble for the world and its inhabitants. In the early part of the reel he confines himself to the sound track but in the latter half he makes a personal appearance and personally demonstrates some of the nuttier inventions. It is an amusing subject, good to provoke a few laughs. Dave Cooper arranged the subject and Russ Shields (correct) edited.

Exploitation: Run a prize contest in your town for some of the nuttiest inventions. You can even have a lobby show of them. There are enough being sold to provide an additional method of exploitation through window displays.

CLIMBING THE SPIRIT'S HOME

Prod. No. 107 *Interesting*

20th-Fox **Magic Carpet No. 7** **10 mins.**

Comment: Father Hubbard and some of his college students ascend to the sources of one of Alaska's glaciers. The scenery is superb and some of the scenes of falling ice and snow are almost terrifying. Although the geological facts they unearth seem to be somewhat academic, nevertheless the adventures they experience in obtaining them are quite fascinating. Truman Talley produced and Lowell Thomas, Father Hubbard share the narration, while Frank Shields and Lew Lehr did the editing.

Exploitation: Tie up with school geography classes. Local priests might aid your showing by a mention from the pulpit.

DOMINEERING MALE

Prod. No. S-107 *Excellent*

MGM **Pete Smith No. 7** **10 mins.**

Comment: Here is one of the finest Pete Smith subjects in a long time. It is just about home folks and that sort of thing, and the women, the men and the youngsters will get a tremendous kick out of it. It purports to show just how a girl goes about winning a husband, although the man in the case believes he is the aggressor throughout. The many homey little incidents will get many a laugh as well as one of Pete's own inimitable cracks which sounds swell on the screen but bad on paper so we won't give it away. Johnny Hines directed this excellent short.

Exploitation: Humorous letters on "How I got my husband to propose" would make an excellent contest in connection with this subject. Tie up with haberdashers on the title and with women's shops on how to make yourself attractive to snare a husband. Give the subject a good plug, as word of mouth will bring them in to see it.

SEATTLE, GATEWAY TO THE NORTHWEST

Prod. No. T-58 *Standard*

MGM **Traveltalk No. 8** **9 mins.**

Comment: The title of this will tell most any exhibitor what it is about. It is of the usual type of Fitzpatrick Traveltalk with plenty of scenes of color in Technicolor, the usual amount of advertising and the usual type of comment. Those who are just simply nuts about Traveltalks will think this one good; others will consider it just fair.

Exploitation: Tieup with railroads running to the Pacific Northwest. Local lumber yards might also be willing to tie up with you because of the many lumbering scenes in the subject.

HOME ON THE RANGE

Prod. No. W-85 *Cute*

MGM **Cartoon No. 5** **9 mins.**

Comment: This is an excellent cartoon and our comment is probably the same as that of everyone who will see it—"Cute." It is the story of the little calf who wanders away from its mother in search of adventure and finds it when pursued and cornered by a wolf. The antics of the other animals in extricating it from various predicaments are really amusing. This is one of the best of the many excellent MGM cartoons. Rudolf Ising produced.

Exploitation: Give it a plug in your lobby programs and newspaper ads.

THE BIG PREMIERE

Prod. No. C-135 *Poor*

MGM **Our Gang No. 5** **10 mins.**

Comment: The Gang's humor has become somewhat forced and there are just a few mild laughs in this one. As a matter of fact it is too long getting under way and doesn't manage to garner a real laugh for the first half. Edward Cahn directed.

Exploitation: Plug the gang through the distributors of Our Gang merchandise and make a play for kid patronage on this one.

A DOOR WILL OPEN

Prod. No. M-78 *Unusual*

MGM **Miniature No. 8** **11 mins.**

Comment: This is the story of a young musician, discouraged and downhearted, who is guided by a sort of apparition to success. The apparition is that of his landlady, whose daughter he subsequently marries. Later when accused of plagiarism, he is again guided by her spirit for proof of his innocence, which he had previously sought in vain. It is one of those subjects that is designed to be thought-provoking. For this reason, it is quite unusual. George Sidney directed.

Exploitation: Since it's the story of a pianist, tieups with music schools, teachers and stores would be in order. Students of psychology might also be asked to participate in an essay contest based on the subject.

JACK POT

Prod. No. P-3 *One of the Best*

MGM **Crime Doesn't Pay No. 3** **19 mins.**

Comment: This is a story of how slot machines enabled racketeers in one city to obtain sufficient funds to go into other rackets and make their usual cleanup. The cast is composed of seasoned players, none of whom has a name big enough for the marquee, but each of whom does a fine workmanlike job with his role. The subject is almost strong enough to be billed as a feature and should be an especially good program builder on the same bill with a strong comedy subject. Roy Rowland directed.

Exploitation: Your local police chief, sheriff, commissioner of public safety, district attorney, judges, etc. should be glad to cooperate with you in a subject of this kind. They can tie up the showing to their own drives to rid the city of slot machines, and urge the public to report their presence as soon as they are installed.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

With the RITZ BROTHERS and MARTHA RAYE set for the leading roles, Producer JULES LEVY plans to start filming of "The Boys From Syracuse" within the next two weeks at Universal. CHARLES GRAYSON is winding up the screenplay.

WILLIAM DIETERLE will direct EDWARD G. ROBINSON's next starring vehicle at Warner Bros., "This Man Reuter." Production will get under way as soon as ROBINSON completes his role in the current "Brother Orchid."

Republic's "Gangs of Chicago," with LLOYD NOLAN, ASTRID ALLWYN, LOLA LANE and ADDISON RICHARDS heading the cast, got the "go" signal from Director ARTHUR LUBIN a few days ago. Due to the production rush on the Republic lot, LUBIN is shooting the picture at the Fine Arts studios.

With CONRAD NAGEL joining the cast in a strong supporting role, Paramount's "I Want a Divorce," co-starring DICK POWELL and JOAN BLONDELL, went before the cameras with RALPH MURPHY directing. Others in the cast are JESSIE RALPH, HARRY DAVENPORT, GLORIA DICKSON, MICKEY KUHN, FRANK FAY, DOROTHY BURGESS and SIDNEY BLACKMER. GEORGE ARTHUR is producing.

CONSTANCE COLLIER, noted stage and screen actress, has been signed by MGM for a featured role in "Susan and God," JOAN CRAWFORD and FREDRIC MARCH co-starring picture directed by GEORGE CUKOR. MISS COLLIER scored on the screen with GRETA GARBO in "Anna Karenina."

As the undisputed queen of action pictures, IRIS MEREDITH starts her thirty-seventh western leading role in an untitled BILL ELLIOTT feature for Columbia. The picture is being directed by JOSEPH LEWIS.

RKO is planning to co-star LUCILLE BALL and JAMES ELLISON is a sequel to the highly successful "Next Time I Marry" titled "Highway to Romance."

PETER STEWART has been set as director of the first SIGMUND NEUFELD picture, "The Sagebrush Family Rides On," scheduled to go into production next week with BOB STEELE headlined. TIM MCCOY has also been signed for a series of four outdoor features, the first of which will be "Frontier Crusader."

STEPHENS-LANG have announced that the title of the next "Dr. Christian" film has been changed to "Love on a Diet." The picture, starring JEAN HERSHOLT, will go before the cameras around April 22.

Producer HARRY SHERMAN and Director LESLEY SELANDER returned from a location scouting trip, and are now preparing the first "Hopalong Cassidy" for the new season. SHERMAN announced that at least one picture will be made at Mountain Valley in Southern Utah. The trip covered over 3,000 miles.

Shooting on 20th Century-Fox' "The Young People," was halted for a few days to allow SHIRLEY TEMPLE to recover from a cold, that has held up her song and dance rehearsals. Director ALLAN DWAN expects to resume camera work late this week.

ALAN MARSHALL has been borrowed by FRANK LLOYD from Selznick International for one of the principal roles in "Tree of Liberty," joining a cast headed by CARY GRANT, JOAN FONTAINE and RICHARD CARLSON. Shooting is scheduled to start within the next week.

BORIS MORROS has signed SAM HOFFENSTEIN to work on the screenplay of his forthcoming production, "Lysistrata," which ROUBEN MAMOULIAN will direct.

HAROLD YOUNG has been signed by Voco Productions to direct the first picture starring LUM and ABNER, scheduled to go into production on April 15, on the Selznick International lot.

Contracts of LINA D'ARNELL, BRENDA JOYCE and JEAN ROGERS were renewed by 20th Century-Fox, for another year. MISS DARNELL goes into "The Great Commandment" and MISS JOYCE is slated for a top role in "Public Deb No. 1." Assignment for MISS ROGERS will be announced shortly.



Checking Over the Dialogue

SIR CEDRIC HARDWICKE and JOSEPHINE HUTCHINSON perfect their dialogue for a tea time sequence in "Tom Brown's School Days," RKO Radio film adapted from the widely-read novel of English school life by THOMAS HUGHES. At the left Producer GENE TOWNE and Director ROBERT STEVENSON listen in on the rehearsal.



Three Men and a Light

WILLIAM ADAMS SIMONDS, curator of HENRY FORD'S Greenfield Village at Dearborn, Mich., and author of several books on THOMAS A. EDISON, serves as technical adviser on MGM's "Edison the Man." He is shown at the left in a set duplicating the Menlo Park laboratory reconstruction at Greenfield Village, watching Director CLARENCE BROWN pour mercury into a replica of the one EDISON used to create his first vacuum lamp. At the right, SPENCER TRACY, who plays EDISON, is creating a light with the globe. SIMONDS aided in making every detail in this set and other portions of the picture authentic.

Now "Down Argentine Way"

"Down Argentine Way" will be the permanent title for the forthcoming 20th Century-Fox production hitherto called "South American Way." The colorful musical drama, in which CARMEN MIRANDA will play a major role, is set to go before the cameras late next month. Background and exterior footage have already been filmed in the Argentine and in New York.

"World" to Start

Production start on "To Own the World," which will feature LANA TURNER and LEW AYRES, is scheduled for this week with HAROLD S. BUCQUET directing for MGM. It will be produced by SEYMOUR NEBENZAHL, with WALTER STROHM as assistant director. MISS TURNER has just completed "Two Girls on Broadway," in which she is co-starred with GEORGE MURPHY and JOAN BLONDELL.

Laraine Day for "Personal History"

WALTER WANGER has signed LARAINE DAY for the top feminine role in his current United Artists production "Personal History," on the strength of her performance in EDWARD SMALL'S "My Son, My Son."



Boy Who Made Good

Sam Wood (right), who twenty-five years ago was an assistant to Cecil B. De Mille, and today is one of Hollywood's top directors, visits with his former boss on the "North West Mounted Police" set, at Paramount.

Camera Work Starts on MGM English Production

Robert Montgomery has started work before the cameras at Denham, England, on MGM's British production, "Busman's Honeymoon," with Constance Cummings as the feminine lead. With the Denham stages cleared of foodstuffs stored there temporarily due to war conditions, Ben Goetz, production chief for MGM overseas, was able to start production of the Dorothy Sayers story.

Miss Cummings, remembered for her work in Hollywood from 1932 to 1937, has recently been alternating between the British stage and screen. She appeared in the stage production of "Goodbye, Mr. Chips." In addition to Miss Cummings, the cast includes Seymour Hicks, Leslie Banks, Robert Newton, Louise Hampton and Gwen Francyn Davies.

The picture is being directed by Arthur Woods, a protege of Producer Irving Asher.

RKO Signs Hayward

RKO has signed Louis Hayward to a two picture deal, and his first assignment will be in the Maureen O'Hara picture "Have It Your Own Way," which Ehrich Pommer will produce. Starting date of Edward Small's "The Son of Monte Cristo" will be held up until Hayward completes his first RKO picture.

Hathaway to Direct "Shepherd"

Henry Hathaway has been assigned to direct Paramount's forthcoming Technicolor production, "Shepherd of the Hills," set to go before the cameras in mid-summer. Hathaway directed the studio's first outdoor Technicolor picture, "Trail of the Lonesome Pine," one of the top grossers in the history of Paramount. Stuart Walker will produce.

Cooper to Play "John Doe"

Gary Cooper will play the title role in "The Life of John Doe," which Frank Capra will produce and direct Warner Bros. Cooper will appear in the picture by arrangement with Samuel Goldwyn, to whom he is under contract.

Virginia Dale Re-signed

Virginia Dale, blonde siren who recently completed a top role in "Buck Benny Rides Again," has been re-signed by Paramount for another year. She is considered one of Hollywood's most promising newcomers.

Abbey Theatre Stars Signed for Ford's "Voyage Home"

Two of the most distinguished players of Dublin's celebrated Abbey Theatre, Barry Fitzgerald and Arthur Shields, have been added to the cast of John Ford's forthcoming Argosy production, "The Long Voyage Home," joining a cast which includes John Wayne, Thomas Mitchell, Ward Bond and J. M. Kerrigan.

Fitzgerald has been the star and Shields the stage director of the current Broadway stage success, "Juno and the Paycock," and a contemplated road tour of the show has been put off until fall, to permit the players to come to Hollywood. They will portray the roles of two hard-fisted and colorful sailors of the merchant marine, in the new film.

Dudley Nichols is writing the screenplay, from the original story by Eugene O'Neill.

Jean Muir in "Lone Wolf"

Jean Muir has checked in at Columbia for the feminine lead, opposite Warren William, in "The Lone Wolf Meets a Lady," now before the cameras under the direction of Sidney Salkow.



"That's Superb" Says Curtiz

Director Michael Curtiz tells Flora Robson, distinguished portrayer of Queen Elizabeth in "The Sea Hawk," forthcoming Warner picture starring Errol Flynn that her performance is all that could be desired.

Nate Watt Directs "Flying Heels"

Nate Watt has been signed by Franklyn Warner, President of Fine Arts, to direct the first picture for his new producing and distributing company. Watt's assignment is "Flying Heels," scheduled to go before the cameras this week.

Fred Stone for "Rip"

Monogram is dickering for Fred Stone to play the title role in its forthcoming production of "Rip Van Winkle." If the deal goes through, the picture will start late next month.

Loew-Lewin to Produce at U

David L. Loew-Albert Lewin Co., Inc., will produce its initial picture for United Artists release, "Flotsam," at Unversal Studios, and will establish headquarters on the lot this week. Actual filming of the picture is scheduled to start early in July. Loew made his last two Joe E. Brown films on the Universal lot during 1938.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

If Republic is really serious about making a screen version of Dalton Trumbo's "Johnny Got His Gun," we suggest that they contact Arch Oboler, the man who produced the successful radio show with James Cagney starred. He's got another winner up his sleeve that will shock Hollywood . . . and please them.

Be sure and keep a date open for Universal's "It's a Date," the picture most people will want to see the second and third time . . . and we're not kidding. Joe Pasternak, this time with Director William Seiter, comes through with his best effort in a long list of success, and the grown-up Deanna Durbin is a treat for your eyes and ears.

There is no truth in the report that 20th Century-Fox's production of "Four Sons," is the story of the Bing Crosby family.

Now that Olivia de Havilland and Warner Bros. have kissed and made up, everything along Burbank way is peaceful again. We knew all the time that the loanout scare to Republic would never materialize, but it made good copy. "Episode" will be Miss de Havilland's next, to be made on her home lot.

"They Knew What They Wanted," co-starring Charles Laughton and Carole Lombard, sounds okay providing they knew what they wanted when they accepted the assignment. They can't go wrong with Garson Kanin directing.

Robert Benchley's role in Walter Wanger's "Personal History," that of an easygoing American journalist, should be an easy one for him. All he has to do is play himself, and it will be perfect. Bob's style will also be spotted in the screenplay.

Here's a record to shoot at. James A. Fitzpatrick, on the MGM payroll for the past ten years, has filmed more than 100 one-reelers, several other shorts, and eight features produced in England. Fitzpatrick has just been signed to a new five year contract.



Getting Expert Advice

Expert advice is given by Boris Karloff *by* Dr. George Stokes *while* Jo Ann Sayers *listens in on the lesson.* Karloff *sought technical knowledge of the proper handling of scientific instruments for his role of Dr. Kravaal in Columbia's "The Man With Nine Lives."*

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STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

March 30, 1940

Just Around The Corner

COMES the Spring! Announcements of new season programs will soon fill the air to keep those who are business-minded completely show-minded and oblivious, more or less, of the haunting redolence of the good earth, emerging from its period of frosty confinement, and oblivious, also more or less, of the songs of birds and the perfume of buds and blooms. Comes also the announcement that television is to be introduced on a big scale for homes.

As Spring is the harbinger of the hot and tough months of mid-summer, so too is announcement season the call to arms for the big parade of showmanship tricks to arouse public interest in new product. As for home television, that gives rise to the question: if it's here for the home, can theatre television be far behind? (Of course, large-screen television has been around some time, is soon to be displayed in an improved form—but before it comes along on the grand scale there's much to be done by business and management after the engineers have gotten their marvelous device out of the laboratory.)

What to do about the heat and humidity which once made theatre operation a nine-months business, the theatreman knows full well. Comfort against both heat and humidity is to be had by means of manufactured weather.

But television? There's one to challenge the invention and resource of showmanship's best brains. Home television probably won't raise any more hell with theatre attendance than radio does now. That's an assumption, of course. But a fair one on the grounds that while there's no place like home, there's no substitute for the theatre when it comes to dramatic entertainment.

As for theatre television. To be prepared is one thing—and a very good thing. But a lot of theatremen could go stoney broke waiting for television to come along while they just marked time and stood pat on what they've got in the way of house comfort and presentation efficiency.

So comes the Spring! But it's not going to change one bit the job the showman has to do in order to live for another, and still other Springs. He will see more of 'em; be healthy as a result of proper nourishment and physical well-being resulting from having what it takes to buy food and pay rent, and he will welcome more Springs with greater glee if he just sticks to his job—booking his pictures with care and intelligence; selling his shows aggressively; keeping his house in tip-top shape in every respect of furnishings, equipment and maintenance.

Lester Isaac Makes Projection Play Star Role

THE CALL FOR SUPERLATIVE PRESENTATION OF "GWTW" FINDS LOEW'S CHIEF READY

THE industry's own, and for all we know at the moment, the industry's only home-grown axiom proves once again its own fundamental truth: We don't know for sure who turned the phrase: "There's no industry ill that good pictures won't cure." (The operator of the typewriter which is inditing these lines heard the expression first as a quote from Nick Schenck, but we're in no mood to do battle as to the origin of the sage saying.) The important thing here is not who said it, but how the truth of the saying is demonstrated in connection with a purely technical phase of motion picture presentation—in other words, with projection.

We hope no hyper-sensitive soul will take offense at the suggestion that there are ills connected with projection. So long as projection or anything else can be improved, the lack of that improvement must be regarded an ill. The materials with which projection of pictures is accomplished have been undergoing improvement for all the years since the first "flicker" was successfully thrown onto a screen.

Demands of Color

The introduction of color many years ago brought new problems. The refinement of color photography now used introduced a need for more light and whiter light. The need has been known and scientists and craftsmen have been working on the problem for some time. This is the record of how a good picture brought forth a great improvement more quickly than would have been the case without the stimulus of a demand for superlative presentation.

The picture, of course, is "Gone With the Wind." Here was Technicolor at its improved best. Here was a picture whose producer was so jealous of its fine qualities that he insisted upon measures to insure the best of projection for its showings at theatres everywhere.

Far from being an unwelcome command, the orders from high up met a hearty reception in the technical branch of the theatre organization which would be the first to present "Gone With the Wind" to an eager public. For it happened that the head of the projection department of the organization, Lester Isaac, had for some time been anxious to obtain from a manufacturer of lenses a supply of a new and important development — the so-called coated lens which has been introduced by Bausch & Lomb (reported in STR issue of Feb. 3). Here was Mr. Isaac's opportunity to get action. Bausch & Lomb officials were reluctant to commit their organization to an order to deliver any quantity of the new lenses. The lens had been perfected, was ready for manufacture, but the company was not yet "in production."

But as presented by Isaac, the argument in favor of supplying coated lenses for the showings of "Gone With the Wind" at Loew's Theatres was irresistible, and a projection chief who has been first so many times with projection equipment and methods that improved on existing standards, again made theatre presentation measure up to the demand for added quality for a bigger and better motion picture.

The new coated lens in itself is a great boon to projection. But it is one of many factors which go into the complex job of projecting a picture and reproducing sound in accordance with modern methods. Isaac put in an order for more than 60 of the new lenses and thereby saddled Bausch & Lomb with a commitment



Lester Isaac

that kept the factory busy for some time, because the company had not been "in production" on the new product. But in addition to the new lens, the Loew's Theatres which showed "GWTW" were given a special check-up with respect to every piece of apparatus in the projection and sound systems. Not one of the theatres in the circuit has shown the picture without first having a series of rehearsals for the projection alone. Moreover, the fact that "GWTW" is presented in two different ways at each engagement—a continuous policy for mornings and afternoons, and a single performance with intermission at evenings—required special cueing and a strict form of procedure. Reducing this procedure to a chart form was a job which in itself required considerable ingenuity. Lester Isaac undertook the job of making the original outlines for the proper handling of the print (in order to use only one print for the two different styles of presentation) workable and practical for the average projectionist. This entire form chart has been simplified and is printed in a booklet prepared by Isaac.

Raises Standards

The stricter standards of projection required for the Selznick screen version of the sensational novel undoubtedly will bring a finer quality of projection at theatres everywhere. There is a charge for damages to prints of "GWTW" at theatres (STR, March 2). This in itself will make for a greater attention to projection on the part of management as well as the projectionists. Equipment not in proper condition will be revealed as lacking in terms of hard cash—the money the theatre will have to pay for damages to prints. Operators who are careless or inefficient will have the errors of their ways revealed in a way that will bring prompt correction.

The importance of good projection has been stressed most vigorously by technical men as well as leading theatremen for years. If, at times, it appeared that the subject was being urged too vigorously, the absolute facts about projection in many theatres were such as to make continuous and emphatic statement in behalf of more care in the matter of equipment repair and replacement, an absolute necessity for the good of the theatre industry as a whole.

Projection requires in addition to the projection machine itself a quantity of related equipment, and its improvement from the early days of movies has come about as a result of much development and research on the part of manufacturers as well as technicians. Through the long years of its existence, International Projector Corporation, for example, has concentrated the resources of a large organization devoted to the technical side of motion pictures as well as to the manufacture of a machine for running the film. Its technical men have cooperated and collaborated with the technicians of the Hollywood studios, those of Eastman Kodak, Bausch & Lomb, Strong Electric Corporation and other designers and manufacturers of projection lamps; with National Carbon Company's engineers, Western Electric and other designers of sound equipment; Hertner, General Electric and other makers of generators and rectifiers, with Altec and others.

Watch New Developments

All of these organizations in turn, of course, have worked closely with leading theatre projectionists. There are few if any new developments aborning that are not known to Lester Isaac and his colleagues and the heads of projection for other circuits. Isaac has his own workshop and experimental laboratory in the Loew's State Building. He has been seeking a better whiter light for Technicolor pictures for some time, working particularly on an improved condenser and collaborating with manufacturers of heat-resistant glass. The development of the B & L coated lens, of course, fitted in perfectly with the plan for increasing screen light, and so Isaac jumped at the new lens when he was given the green light to go to town on projection for "Gone With the Wind." He went even further, and changed auditorium lighting in Loew's Grand, Atlanta, for the world premiere of the picture. Exit lights there were in a position which distracted the eye of the spectator in the auditorium. He won his argument with the fire inspector of Atlanta who first objected to Isaac's request to change the red lamps to soft green by taking the official to a street intersection and pointing out that people stopped at red lights and proceeded on green signals. He has also softened the lighting in the auditorium of the Capitol for the presentation of "Northwest Passage." The lamps are sprayed with a special color blended according to specification by Isaac's department, and have been installed in all the Loew theatres for presentations of "Gone With the Wind." Thus, even auditorium lighting is brought into the complex and thorough projection job which has been done for the new Technicolor films.

Pix Remodeling Cost $10,500

The Pix Theatre, St. Johns, Kan., illustrated in Equipment & Maintenance issue of March 2nd, was remodeled at a cost of $10,500, and not "$6,000 odd dollars" as erroneously stated in the caption. STR corrects the error with apologies to readers and to Warren L. Weber, owner and operator of the Pix, who spared no expense in completely modernizing his theatre.

Novelty of Design and Appearance Features Academy Theatre in Inglewood, California

New Type Floor Plan and Architectural Originality Interest Showmen

ONE of the most novel examples of architectural originality attempted outside a world's fair is to be found in the smart new Academy Theatre recently opened in Los Angeles. Even the floor plan starts out with originality.

Long recognizing the detriment of flashing light crossing the picture screen when the entrance doors are opened, the designer, Architect Charles Lee of Los Angeles, set out to obviate this theatrical flaw from the beginning of the blue prints. The results are a new type floor plan which is so original that it has been protected in the U. S. Patent Office.

Ends Aisle Troubles

Instead of having doors which open at the end of each aisle as is customary, Mr. Lee's plan leads all patrons through a main portal so located as to eliminate light seeping to the screen as doors open and also so as to overcome the objectionable feature of having an usher state that there are only seats in the fourth aisle and thus sewing the seeds of patron discontent on the part of somebody who has his or her mind made up to go into the third aisle. The Academy construction leads all patrons into the auditorium through a center entrance, but immediately upon entering the auditorium patrons can see through the glass partition where vacant seats are located and naturally make for them through whatever aisle leads to the unoccupied chairs.

Entrance from the outside lobby to the foyer is through wide doors of aluminum with insets of artistically sandblasted glass. The area above these entrance doors is in glass brick. The foyer itself is 18 feet high and is illuminated in the center and in two light wells with neon. The balance of the illumination is supplied from two magnificent chandeliers hanging in the center of the light walls. The same type of illumination is used in the men's and women's lounge rooms. Walls of the foyer are in blonde Avodire wood with accentuating notes in walnut.

Glass and Black Light

The ceiling of the foyer is a rose hue and the drapes are in blue and rose. The furniture is blue with Avodire wood trim. On the axis of the main entrance is a carved glass panel depicting the Academy of Motion Pictures and the arts of the Theatre. This is a beautifully executed panel lighted from each side by concealed illumination that is projected through the edges of the glass.

From the foyer the auditorium is entered either to the right or left of the central axis. This entrance is protected with a glass screen and the entire house may be viewed before entering the aisle.—The auditorium presents a most unusual atmosphere. When the theatre is darkened all of the decorations are plainly visible. This is accomplished by painting the decorations with fluorescent paints that are excited by concealed black light lamps. This light is not visible to the eye but when its invisible rays strike the fluorescent paint, the paint becomes luminous and the decorations are visible. It makes a very unusual effect and is quite spectacular to the audience. The additional lighting in the auditorium is a series of step-offs in the ceiling containing Neon tubes. This Neon starts at the side wall, runs up and across the ceiling design and down the opposite side. The effect is very startling and for the first time to our knowledge Mr. Lee has devised a method of dimming the Neon so that effects of various intensity are obtained through this dimming process.

The ventilating is an overhead system and is released into the auditorium through the channels containing the Neon.

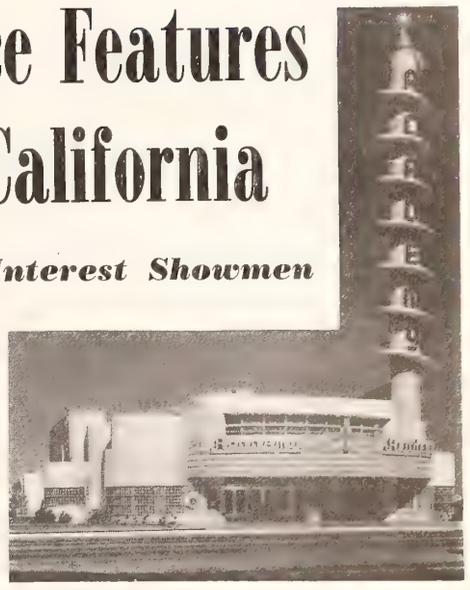
Spaciousness and the luxury note are further emphasized by the extra seating room provided in the auditorium of the Academy. The seat rows are spaced 38 inches from back to back. This roominess is one of the factors which Mr. Lee long has advocated. The increase in recent years from an average of 33 inches to 35 inches, Lee still contends, is not sufficient and he is in favor of the adoption of the seat row spacing of the Academy, 38 inches, as average.

Colorful Interior

The general color of the auditorium is ochre and the ceiling is about two-thirds in blue and one-third in ochre. The decorations are in various shades of soft blues, reds and golds, repeating the same colors in the fluorescent paints. The main curtain, which acts as the title curtain, lifts from the bottom and festoons at the top instead of traveling from side to side. The overdraping is in gold. The carpet running up on the stage is in burgundy and the same burgundy color is carried around the screen masking. Another unsual feature is the lighting fixture in the center of the auditorium which is a combination colored lighting effect concealed within the leaves and this fixture also conceals the black light bulbs that create the radiation of the fluorescent paint. The ladies' and men's rest rooms are on either side of the foyer and the dressing tables are very unique being built like a scroll that contains a light and acts as a reflector. For the convenience of the staff there is a fine manager's office, circular in plan, completely surrounded with glass brick. A stairway leads to a mezzanine that contains an ushers' room with lockers and help's conveniences.

Large Projection Room

The projection room is 12 x 30, is equipped with two machines, a spotlight and effect machine. Adjoining is a storage room. This fine arrangement permits film deliveries to be made directly to this storage room without carrying these items through the foyer. There is also built on the outside a lamp and letter room which contains all lamps and marquee letters and all arrangements for relamping the marquee can be made without carrying these items through the theatre.



The frontage is 110 feet and the unusual tower spires to a height of 125 feet. Set off at night by extraordinary lighting effects, the spiral fins are in blue Neon. Atop the fins a concealed trough light in three colors has been built and a synchronous flasher spirals to the top, terminating in a scintillating spike ball.



The entrance lobby offers a second architectural novelty. The box office is streamlined, with a base of stainless steel and bronze. Glass is bent to the unusual contours and an effective lighting scheme accents the outlines and harmonizes it with the marquee lighting.



The inner lobby, above, has a ceiling height of 18 feet, gives the impression of greater space because of the view through the glass doors and the light through glass brick above the area over the entrance doors.

Examine Your Theatre From Safety Viewpoint

IN the March 2nd Equipment and Maintenance section of STR, details were given of inspections to be made of theatres in the state of Maryland by representatives of the State Board of Censors. These questions, which the inspectors must answer, bring to light a number of conditions which exist in theatres throughout the country and not only in Maryland.

First on the list of questions is "Is a 'No Admittance' sign posted at entrance of projection booth?" followed immediately by the question "Do ushers or other unauthorized persons frequent booth?" These questions should prompt some thought on the subject among all theatremen. Whether the law requires it or not a "No Admittance" sign should be posted on the door of the booth. And, furthermore, this rule should be enforced. While the show is going on, no one but the operators should be permitted in the booth. The reasoning back of this is much the same as the "Do Not Talk to the Motorman" rule in street cars. The operator has a job to do and cannot do it, if he is distracted by the conversation of other people. The danger of an accident is just as much present in the case of the projectionist as in the case of the motorman. The careful manager will enforce the ruling despite desires to the contrary of the projectionist himself. Authorized persons in the booth are confined solely to inspectors for licensing agencies, firemen in uniform on inspection duty and insurance inspectors. In some cases, union officials will not even request permission to visit a booth while a show is on, knowing that an operator cannot give proper thought to his job and conversation at the same time. The manager himself should not go into the booth during show hours except on necessary business and any usher sent up to convey a message to the operator should do so and depart immediately. Incidentally, every usher should be instructed not to interrupt the operator while he is making a changeover or striking a light.

Other questions on the Maryland list are "Is operator experienced and careful in his duties?" and "Is relief operator competent?" These two questions go together since whenever reference is made to an operator, the same thing applies to any man who runs the show, whether he is regularly or temporarily employed. The answers to these questions depend on a multitude of things. If yours is a union house and the operator has been assigned to you, you still have the privilege of requesting a change in operators because of incompetence or sloppy work.

MARYLAND INSPECTORS' REPORTS SUGGEST MANY SOURCES OF ACCIDENT

Safety is the principal reason for the inclusion of the question on the Maryland list, but the desire to run a smooth and good show should be reason to investigate this matter at any time. To determine the answer to this question requires the answering of several others. Are changeovers smooth so that the audience is entirely unaware of them? Is there a misframe frequently? If misframes occur too frequently, the operator is not threading his machine properly. If they occasionally occur through accident, they should be corrected immediately. Sometimes, a reel may run misframed for several seconds, the operator failing to do anything about it until his attention is called to it. Such things as flickering light and fading sound should be rectified immediately and a good projectionist won't wait until his attention is called to them.

Smoking In Booth

"Are 'No Smoking' signs posted in booth?" and "Was anyone smoking in booth?" are other questions asked by the Maryland inspectors. The "No Smoking" signs are obligatory most everywhere and they are not required for decorative purposes either. Film is a highly inflammable material and the operator who smokes takes not only his own life in his hands but those of every patron and employe, not to speak of the possible property loss and damage due to fire. Whether the projectionist is actually running the show or whether he is making up or inspecting the show before the house opens, he should never smoke in the booth. One State policeman we know of, used to enter the booth smoking and if the projectionist failed to tell him that smoking was forbidden, the officer reprimanded him for failing to do so.

Another series of questions on the Maryland list embraces other conditions inside the booth. Here is the list: "Are walls free from posters, pictures, placards, etc.? Is booth clean and orderly? Does booth contain clothing, magazines, newspapers, furniture?"

Projectionists, who see about half of each picture played in the theatre, sometimes become very fond of certain stars and like to decorate the walls with their photos. While it may seem unjustified discipline to forbid this, nevertheless, every item of combustible material in the booth will increase the hazards of an accidental fire. Therefore, the walls should have nothing on them at all. That a clean and orderly booth is an essential goes without saying.

Clothing should not be in the booth at any time for the same reason. The average projectionist may protest a ruling like this because he will not want to work in the clothes he wears outside. And the answer to this protest is that he should change his clothes elsewhere than in the booth. Clothing is inflammable, and besides the temptation to change during the last reel may be too great to resist. We can imagine a comedy becoming much less funny if something happens while the operator has one leg in his pants.

Magazines and newspapers are for reading, but not in a projection booth. Once again, we call on the analogy of the motorman. If the latter can't read and do a good job, neither can the projectionist. And once again we come to the objection to inflammable material in the booth. Furniture, too, is inflammable and besides might suggest the possibility of lounging between reels.

Next question for consideration is that of fusible links, etc. "Is fire door on entrance in good working order and is it held open or fastened open except by fusible link?" the Maryland inspectors want to know. Fusible links are required by law in almost every case because it has been proved in laboratories that an amount of heat generated by a fire but less than that normally expected in the booth will melt the link, closing the door and preventing flame, smoke and fumes from escaping and also keeping draft from the fire. Many theatres think it is satisfactory to use a piece of film for the same purpose, but film has a higher melting point than the fusible links and is thus regarded as unsatisfactory, though it might act under certain circumstances.

Many booths have a fire door that is held open by a hook because the rewind room is outside and the operator doesn't want to open the door every time he goes in or out. Furthermore the booth is likely to become quite hot in summer and so the door is hooked open for the comfort of the operator. If the operator wants the door to remain open, he may have it opened provided it has a spring closing and is held open by a fusible link so that in case of accident it will promptly close.

Next question on the Maryland inspectors' list is this one: "Are shutters on peep and focus holes in good working order and are they held open except by fusible links?" The arrangement generally seen is that all of these shutters, made of asbestos, are connected to ropes by fusible links and the ropes connected together through pulleys in the ceiling or on a wall. There, another fusible link connects them to either the ceiling or the wall. Anyone thoroughly inspecting a booth will lift off the rope to see that all of the shutters slide into place hermetically sealing the booth. He will then make his examination of the fusible links. Because the shutters are seldom if ever lowered, such an examination may disclose that nails or other projections prevent their sliding into place. They should all work freely so that the moment the heat strikes the fusible links the covers will slide into place.

(*More safety hints next month*)

Study ERPI Sound Improvements

Studio sound directors will leave Hollywood, April 5, for a week's study of recent and pending improvements in recording and reproducing at Bell Telephone Laboratories and ERPI headquarters in New York. The studio technical chiefs are to be guests of ERPI on a tour and study of such recent developments as the stereophonic sound reproduction by Bell Telephone Laboratories, a demonstration of which they will attend at Carnegie Hall on April 9.

Clifford W. Smith, Hollywood vice president of ERPI is in charge of the trip. Among those making up the party will be Douglas Shearer, MGM; Elmer Raguse, Hal Roach; E. H. Hansen, 20th-Fox; Loren L. Ryder, Paramount; John Livadary, Columbia; Thomas Moulton, Samuel Goldwyn; Bernard Brown, Universal; Jack Whitney, General Service Studios; K. F. Morgan, Commercial Manager of ERPI.

N.T.S. Publishes New Manual

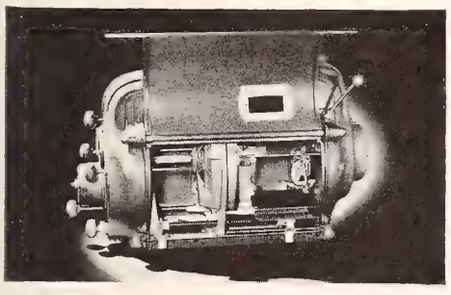
National Theatre Supply Company has published a new edition of its Projection Room Planning Book, long a standard reference and guide for theatre owners and architects in the construction of projection rooms. The 1940 edition contains the general construction recommendations of the SMPE in addition to a complete example of a layout that has proved practical in a number of theatres under actual working conditions.

The new 16-page manual is available to theatre owners and architects from National Theatre Supply on request.



". . . with the new Strong Utility High Intensity Arc Lamps. They give me twice the light I had with my old low intensities at an increased combined current and carbon cost of less than 2c an hour.

"The densest black and white films fairly sparkle and I realize now that it's impossible to show colored films properly without the snow-white light of the high intensity."



The new Strong Utility High Intensity Arc Lamp was designed especially for moderate sized theatres, with screens up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost. Write today for descriptive folder.

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An Independent Theatre Supply Dealer will arrange a demonstration in your theatre without obligation.

Cooling Theatres Job Calling for Best Planning, Equipment and Installation

THE coming of summer poses the usual question for the theatre now equipped with a cooling system or the more elaborate type of installation which is known as an air conditioning plant. That is, the matter of making the equipment ready for use as a cooling device. Theatres so equipped have the necessity of calling in the services of skilled mechanics to do the job of cleaning ducts, if the air conditioning system has not been used for heating during winter, and all the devices connected with refrigeration, the checking of the latter's compressors for leakage of refrigerant or water, as well as all piping in the water circulating system; the blower equipment, etc.

Theatres Feel Lack of Cooling

Theatres not having ventilating or cooling systems have the problem of worrying along against the competition offering cooled atmosphere, and the handicap of a lack of inducement to a public which, on hot and humid days, is open only to one suggestion: to get relief from the oppressive atmosphere out of doors and in homes. Now is the time of year when the theatre owner has dinned into his ears the lecture about his need for cooling equipment. He knows the argument holds both logic and good advice for his own welfare during the summer months ahead. But he knows also that cooling equipment involves expense, that the selection of the right type and the proper installation thereof are factors of vital importance.

In the previous issue of this section of STR, attention was called to a most important factor connected with cooling and ventilation equipment—that the type of system installed must be guided entirely by the individual situation affecting the theatreman investing in cooling and ventilation. Factors such as size of the theatre are no more important than individual characteristics of the theatre's design and construction, its location, availability of water supply at low rates, and electrical current costs.

If experience has proved anything about the whole business of cooling and air conditioning, it is that there is only one way to do the job, and that is the right way at the outset. Air conditioning and cooling is a job that must be tailor made for the particular situation. Short cuts and compromises result only in grief, in dissatisfaction as to the results obtained and in constant expenditures for corrective measures.

Package System for Small Houses

The small capacity house, that is the theatre up to about 500 seats, on the average can be adequately air conditioned (cooled and dehumidified by refrigeration) by means of "package" systems, or unit air conditioning plants. However, even in the small theatre the best results may be obtained by means other than the unit machine, which of course is more easily installed and requires less elaborate complementary work than the plant utilizing a duct system. The fact that each installation is an individual, tailor made job is best illustrated by the practice of the large circuits, which put in new installations in a new theatre or new equipment in an older one on a basis of an individually engineered installation. These circuits have had considerable experience in the matter. Air conditioning is not a new proposition to them. They have worked on it as extensively as some of the air conditioning engineering organizations themselves. They design a job, specify certain types and capacities of apparatus, such as compressors, and turn the order for the apparatus over to the organization whose reputation and whose equipment meets the specified quality at the lowest figure.

Theatremen have access to good engineering services through theatre supply organizations and reputable engineering firms in their vicinity. The problem for the theatreman to solve is whether he can best go into a limited form of cooling, such as a ventilating system without refrigeration will afford, or is better off spending the added amount for complete air conditioning, such as will cool the theatre in summer and heat it in winter in accordance with the present standards of comfort and healthful atmosphere. No generalized presentation of the pros and cons of the subject and the various types of cooling can be of great help to the individual theatreman, and it may as well be admitted whether individual manufacturers like the idea or whether they don't.

Buying air conditioning and cooling is something requiring the very best advice for the individual situation. But as a rule of thumb, the theatreman should make up his mind to one thing: either he should put in the best air conditioning system properly engineered and installed to meet his requirement, or he should, if the price of that be too high, compromise not by short-rating on the equipment but by installation of a very good ventilating system that will circulate the air and afford that much improvement in comfort for patrons during the hot weather.

SMPE Meets In Atlantic City

The Spring Convention of the Society of Motion Picture Engineers, to be held in Atlantic City, April 22 to 25, inclusive, will be featured by the reading of more than 36 technical papers, according to a Committee announcement this week.

Convention plans are being formulated by E. A. Williford, the Society's President; W. C. Kunzmann, Convention Vice-President; J. I. Crabtree, Editorial Vice-President; and Sylvan Harris, Chairman of the Papers Committee. Harry Blumberg, Philadelphia, is chairman of the Local Arrangements Committee, and H. Griffin, member of the Board, is in charge of projection facilities. The 46th Semi-Annual Banquet and Dance of the Society will take place Wednesday night at the Haddon Hall hotel.

Water Shortage May Nip New York Theatres

Broadway columnists have been scooperooing the town with those brief, hot-from-the-inside shots warning the good citizens of the Street that it will be warm in the theatres this summer because of water shortages.

The drought's effect on New York City's reservoirs has been that bad that there is, sure enough, a move on to limit the amount of water that will be available for air conditioning plants in theatres as well as stores, cafes, restaurants, what the boys call "hot spots," etc. But that there will be such a severe limitation as to cut off theatres from supply of the necessary water for refrigeration plants is something that has not been decided by a long shot.

Making Survey of Plants

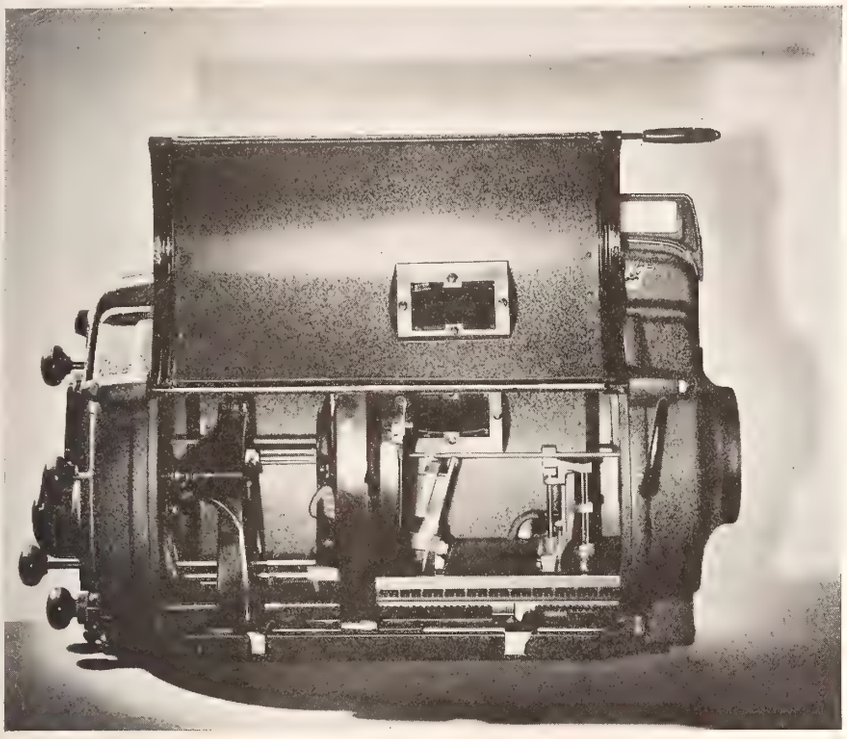
Currently the Commissioner of Water Supply, Gas and Electricity in New York, and his engineers and aides are making a survey of plants consuming water for air conditioning. Also Commissioner Joseph Goodman has held conferences with representatives of theatre circuits and other executives in various businesses in the city regarding the threatened shortage for the summer. According to present predictions there will be a severe water shortage even if normal rainfall blesses the New York area through the Spring. First to be put on strict rations, of course, will be water consumers who operate air conditioning plants for comfort, if rationing is determined upon. But strict rationing of water isn't going to shut off the cool air in air conditioned theatres of the deluxe type—because the operators thereof will then be forced to spend money for circulation systems.

The installation, in those theatre plants not so equipped now, of water towers, evaporative condensers, spray pools or wells will enable these plants to operate at high efficiency as usual. Lots of water, of course, goes coursing down the sewers when air conditioning plants operate without these means of circulating the water and using it over and over again. Cooling towers, for example cut down the amount of water used by nearly 95%. Which is conserving a lot of water when you consider that without circulation the amount of fluid run off as waste amounts to 2⅔ gallons per minute per ton of refrigeration. That means a total of 300 gallons per minute for a plant of the size of that of the Rivoli theatre on Broadway, for example. With water at the rate of $1.50 per thousand cubic feet, operation of such a plant runs up a right smart water bill (about $3,000 for 100 days of cooling at the rate of 10 hours a day operation). At this rate many wonder why so many theatres do not have the circulating equipment. The answer differs in accordance with the source of the reply. Engineers and manufacturers are inclined to believe that the theatremen won't spend the extra money for the initial installation which, they claim, would pay off for itself in the saving on water rates. The theatremen, on the other hand, say the circulating systems were not put in because in certain cases the saving in water costs is offset by the extra current costs and other factors not encountered when free-running water is used.

One thing is sure, the bigger picture theatres will be air conditioned and cool this summer whether the city water supply officials get a restrictive measure through, boost rates to prohibitive prices or take other means to shut down on water for air conditioning plants; though in making them so circuits and theatre owners in the greater city may be spending several hundred thousand for circulating equipment.

"What to do?"

THE QUESTION OF "HOW TO HAVE HIGH INTENSITY PROJECTION AT LOW COST" HAS NOW BEEN ANSWERED BY



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PROJECTION ARC LAMP

AND ASSOCIATED RECTIFIER EQUIPMENT

A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.

This Simplex High projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

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ANOTHER EXAMPLE OF Simplex ENGINEERING EXCELLENCE

Blankenship Now Operating Three Theatres in Levelland



THE Rose Theatre, Levelland, Texas, opened last October. W. B. Blankenship, owner of the Rose, also operates theatres in four other West Texas towns; two in Seagraves, one each in Morton, Andrews and Ropesville.

In Levelland the Rose houses the main offices; in this situation Blankenship has another theatre, the Wallace, which operates full time, and a third house that operates during the fall months.

The building is 44 feet in width, and 122 feet in length. The second floor space is occupied by the theatre offices, projection room and supply rooms. One rental space occupies a portion of the front lower floor. A stairway from the outside leads to the second floor and projection room, and there is no entrance from the second floor into the auditorium proper.

The front is of black glass set in white plaster, with glass brick around bottom of front walls and box office. Brick is illuminated from behind with colored fluorescent lamps. The marquee is bordered with neon tubing of several colors, the background behind the word "Rose" making three color changes with letters in old rose.

The outer foyer is practically the full width of the building with the exception of the concession room and stairway space on the left side as you enter. To the right is the stairway leading to the balcony. You pass through an archway into the inner foyer which has doors leading to a spacious ladies' lounge, and men's smoking room. The ladies' lounge and the foyers are decorated with an unusual design, being the exact replica of a "Rose," a peculiar rock formation which is found in Oklahoma. The rocks have been imbedded in the plaster, painted different hues, and with rose bushes painted on the plaster surrounding them.

Seating Capacity 608

The main floor of the auditorium is of the "rocker" type, the elevation in the rear sloping to slightly past the center of the house where it inclines toward the screen. The aisle carpets are recessed the depth of the carpet and padding. Drain outlets in each aisle make it possible to wash the auditorium when necessary. Each aisle is equipped with 20 aisle lights. Hearing aids are provided on two rows of seats near the rear. There are 508 seats on the lower floor with 100 in the balcony.

The auditorium walls and ceiling are of Mansville wallboard. The back row of seats are 21 inch, balance being 19. The house is cooled by two washed air units through openings on each side of the screen.

Simplex projectors and Lansing Sound System, double channel amplifier, Golde re-winds, and all the latest safety devices comprise the booth equipment. One generator supplies both the Wallace and Rose Theatres, also the third house when in operation. The equipment is located in the basement of the Wallace, with wires run underneath the street through an 8 inch sewer pipe. A 15 watt Fairbanks-Morse gas operated plant is used as emergency unit, one switch makes the change from regular supply to the emergency supply.

Blankenship started his theatre operations in Levelland in 1925, when the town was less than 500 population.

Views of the Rose Theatre, Levelland, Texas, showing exterior and the auditorium.

NEW INVENTION, LABORATORY RESEARCH BACK UP THEATRE SOUND SERVICE MEN

By G. L. Carrington
Vice President and General Manager, Altec Service Corp.

What has been happening to the technique of sound servicing in the last ten years?

Well, you have but to think of the contrast between the early "horseless carriages" and the present streamlined motor car.



G. L. Carrington

Ten years ago, the service inspector was equipped with a voltmeter, a "nose for trouble," and an instinct to try anything that might work. Today, the service inspector is a highly trained engineer, with a car full of test equipment the use of which he understands perfectly, a well-developed acoustical knowledge, a background of electric and mechanical experience in dealing with many different types of problems.

Laboratory Behind Service Man

And behind him, working for him unceasingly, is the sound servicing organization's scientific laboratory workers. They provide the inspector in the field with an unceasing flow of new inventions and new techniques, both for diagnosis of sound troubles and for adjustment. Problems relayed to the laboratory from the field are analyzed, and test and diagnostic equipment is developed, sent back into the field for exhaustive trials, and then sent, in perfected form, to each inspector for use in his regular activities.

The men in the laboratories, moreover, have an even greater usefulness in working out technical problems for the service men in the field. For these scientists are in constant liaison with other sources of progressive mechanical and electronic developments; they work hand in glove with the technicians in charge of the development of new sound equipment and with the production studios' technicians.

All of this work done behind the scenes, of course, is difficult to visualize, although it is a matter of inestimable importance to the theatre. We in the Altec organization recognize that the exhibitor is not technical minded, and satisfy ourselves in the main by making the work done by the Altec inspector speak for itself that the exhibitor will recognize its importance by results in his own theatre.

The inspector has two basic functions in his work in the theatres we service. The first, while undramatic, is of great importance. The inspector must guard the equipment in a given theatre against the subtlest enemy any piece of mechanical equipment is faced with—the imperceptibly gradual degeneration of its performance standard.

Equipment Will Degenerate

All things mechanical—your own automobile is a homely example—suffer from this degeneration. But in the degeneration of the proper functioning of a sound equipment there is a spread between cause and effect disproportionate to the spread, let us say, between the wearing out of the cylinder walls in your car and the car's road performance.

In the case of sound equipment, the change in sound quality deteriorates so gradually that even the exhibitor himself is unaware of it.

The sound engineer, however, has an ear that has been trained to be sensitive to minute variations in quality. He detects deterioration before it can gain appreciable ground. Sound engineers in our organization have another yardstick—they can detect and correct deterioration electrically with thirty times the acuteness of even the most sensitive human ear. This is done by setting up a "normal" for the theatre's sound reproduction quality by means of the Altec transmission test. In subsequent inspections, the inspector makes measurements identical with those made to establish the normal. Algebraic figures of the two tests indicate variations the human ear could never detect.

The second function of the service man is to improve the quality of sound. Our men do this through mechanisms recently developed in our own laboratories, which permit of measuring minute variations, and making correspondingly minute corrections at any given point in the sound spectrum.

While these scientific advances are difficult to explain to the exhibitor, it is a fact that exhibitors are very largely aware that science as translated into service in their theatres, has a very genuine relationship to their box office. They know that it is absolutely vital to their success that everything that goes on the sound track, at the production studios, must be "taken off" in their own theatres.



The Essentials For Good Projection

AS we have stated before in this department, good, clear sound reproduction depends on well constructed equipment.

The projectors should be of latest design and new, but if new ones cannot be afforded, the projectors should be rebuilt by a reliable repair shop so that they will deliver rock steady pictures with no side motion. If they are carefully rebuilt, they will run quietly.

Buying good equipment is important, but it is also of paramount importance that the projectionist keep the apparatus CLEAN. No equipment will function 100 percent if not oiled properly. A recent call to a small town was for the purpose of repairing an intermittent movement "because the picture jumped on the screen." On inspection it was found that the intermittent sprocket was simply dirty—looked like it hadn't been cleaned for a month. It was a simple job for the projectionist to clean the sprockets with a tooth brush. That is practically all I did and the picture was steady after cleaning. We also found that the sound sprockets were dirty, causing poor sound. Of course, jump in a picture is often due to other causes, such as undercut sprocket, sprung star-wheel shaft, etc. The other day we were called to a fairly large city in the South and found the cause of trouble (hum) in the P. E. Cell cables. The projectionist simply drowned his mechanisms with oil and never took time to wipe off the surplus oil, resulting in oil getting on the cables and causing trouble. On another call recently, the manager complained that his volume on one machine had dropped way down and sound was not clear. On inspection we found oil had gotten into the sound lens.

Of course, modern soundheads, of the better makes, have provision for catching this surplus oil, but it is still not advisable to flood your mechanisms with oil.

These few instances prove the necessity for care in oiling, wiping the soundhead inside and out with CLEAN RAG EVERY DAY.

During a recent trip in Texas I dropped into a small theatre, seating about 300, and was very much impressed by the appearance of the house, inside and out. It was very neat; fine upholstered seats, well lighted, and the walls and ceiling were treated and beautifully decorated. The well projected picture and fine sound impressed me very much. The picture was sharp in focus and bright, the changeovers perfect, the sound was clear and sharp and of very good quality. Even though everything was functioning 100%, the manager was a real live-wire and requested that we check up the equipment. We mounted to the projection room and found the projectionist very much on the job and on inspection found the equipment clean and properly adjusted. The port hole glasses were clean and the lenses, both sound and projection lenses, were clean. That was as it should be, and the reason why he secured such good projection and sound. The projectors were in good repair, two rebuilt lamps, practically new soundheads and new 30-watt amplifier. There was an enclosed rewind and hand rewind for inspection. These were mounted on rugged metal bench and under the bench was the film cabinet. Everything was operating 100%. We complimented that projectionist on his fine work and the way he kept his equipment clean and in good repair. There are many like him—*but* we wish there were even more of his kind.

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New GoldE Projector Gives Added Effect to "Black Light"

GoldE Manufacturing Co., Chicago, has developed a new supply source of "Black Light," known as the GoldE Nubicrome. The lamp is a motor-driven, self-contained unit using a long-life low-cost lamp and eliminates the special bulbs and transformers heretofore necessary to produce intermittent "Black Light" fluorescent effects. Novel feature of the unit is that it provides a constant contrasting change from any desired color to the fluorescent effect. Thus, the set piece or display design can be flooded with color and the fluorescent effect appears when desired without added switching or transformer equipment or multiple circuits.

The development eliminates the periods of darkness between illumination of the fluorescent effect where only the ultra violet rays are provided and gives more flexibility and display to the desired effects by making the change that brings the fluorescent designs into sight by contrasting illumination preceding and following the "black light" designs.

The Nubicrome projector is driven by a synchronous motor with projection of the light through lenses and focusses and projects the "black light" exactly where and when wanted.

New Ozone Generator For Electric Fans

Russell Electric Company, Chicago, is marketing a new practical ozone generating unit to be used in conjunction with electric fans.

The attachment is a small cylindrical unit which produces its effect by an electrical discharge. The Ozonator is 6 inches long by 3¼ inches in diameter. It weighs 3½ lbs. and is furnished with an adjustable clamp so it may be readily attached to the upright member of a circulator fan or fastened to a wall. Housing is made of durable metal, chromium plated, and a 10-foot rubber-covered cord is supplied, ready to be plugged into any standard 110 volt AC circuit. Current consumption is less than 10 watts. Capacity is 40 cubic centimeters of ozone per hour. The Ozonator is best adapted to use with large circulating fans, air conditioning units, blowers, and any type of equipment which permits the ozone to be drawn into the air stream and thoroughly diffused throughout the area treated. This allows time for oxidation of odors and impurities.

Moss Building Theatre and Stores in Brentwood, Pa.

Construction has started on an amusement and shopping center in Brentwood, Pa., a suburb of Pittsburgh. The project, one of the largest private undertakings of the year in the Pittsburgh district, is being built by John P. Moss, who owns and operates the Melrose Theatre in Carrick, Pa. The building, containing one million cubic feet, will have a frontage of 231 ft. and depth of 125 ft. The theatre will seat 1,000, the building also providing space for a large food market, seven smaller stores on the ground floor, with bowling alleys and suites of offices for a medical center on the second floor. Plans for the project, known as the Whitehall Amusement and Shopping Center, are by Victor A. Rigaumount, architect, of Pittsburgh.

Tips on Spray Painting

A hand book—the ABC of Spray Painting Equipment, has just been published by The DeVilbiss Company, manufacturers of spray painting equipment.

The subjects treated are, the Paint Spray Gun, its troubles, remedies and accessories; Material Containers; Hose and Hose Connections; Air Transformers and Condensers, and Air Compressing Outfits.

The material in the book is presented in question and answer form. The questions, are those most often asked at The DeVilbiss Training Schools and at the numerous clinics which The DeVilbiss Company has conducted.

Lafayette 1940 Catalog Ready

Radio Wire Television, Inc., announces the publication of the Spring edition of its 1940 catalog. Comprising 124 pages, the catalog includes the first listing of the new line of Lafayette Public Address equipment featuring innovations in circuit design as well as cabinet styling. The edition also lists more than 64 pages of equipment, parts and tools for the servicemen.

Know "What To Do?"

Unless the postman didn't even ring once, all STR readers now know the answer to the teaser flashed at them in the issue of March 9th, and the story that made many guess has been revealed in a folder mailed, we are informed, to all theatres in the land. This all refers, of course, to those pictures of a harried individual whose frantics were close-upped in a series of four displays under the caption "What to Do?", and which appeared on pages 16, 19 and 21 of the March 9th issue.

For the first time in the recollection of several old-timers around the business, sponsors of a new piece of equipment stepped right into the showman's own game of putting over a dramatic build-up for a showing of new wares. Teaser advertising such as has been used with powerful effect in conjunction with motion pictures in this instance "teased" theatremen into the right frame of mind to consider the value of the new Simplex High Intensity Projection Arc Lamp. Purpose and message of the teaser ads and the punchy follow-up folder was to drive home the value of good projection and the ticket-selling fundamentals of putting on pictures the right way. The folders were prepared by the Wendt Advertising Agency for distribution by National Theatre Supply Co.

Don't Pooh Pooh! Hoo Hoo Identifies Nifty Theatre

When one is so used to reading, hearing about and perhaps attending the Rivolis, Capitols, Rialtos, Paramounts, Majestics, Lyrics, etc., anything unusual in a theatre name may loom as a typographical error until one sees it used more than once and sees from a photo in the newspaper that it graces the marquee.

So, if this summer you happen to be touring through Arkansas and pass through Gurdon, don't rub your eyes when a theatre marquee bearing the words "Hoo Hoo" comes into view. For Hoo Hoo is the name of the new theatre which opened there shortly after the first of the year under the ownership of K. Lee Williams Theatres, Inc., and the management of Carrollton Allman, who has been associated with Mr. Williams for several years.

The Hoo Hoo, after 90 days of labor by carpenters, painters, decorators, sound technicians, etc., was transformed from an old theatre into a modern, streamlined show place. Formerly the Wright, the new house offers residents of Gurdon and Clark County a new comfort and luxury which, it is said, cannot be found anywhere short of the largest cities in the southwest.

On approaching the front, one observes that the box office has been centered in the lobby and moved near the sidewalk, with double doors on either side. Brilliantly illuminated by neon and incandescent lights, a circular marquee has been constructed, and above it rises a modernistic tower sign. Changeable illuminated signs show current or coming attractions, night and day. In the lobby, one observes attractive glass enclosed advertising display frames.

Entering the theatre, the visitor finds a spacious outer foyer where more glass illuminated panels and mirrors are provided. To the right is a stairway to the projection room and balcony, the latter reserved for colored patrons.

Decorations in both the outer and inner foyers and throughout the theatre are in contrasting pastel shades. The inner foyer, or lounge, is heavily carpeted, and from it two aisles lead to the auditorium. Heavy drapes in deep wine are used to close the openings to the auditorium.

At the right is a luxurious ladies' lounge and cry room where babies may be taken. Equipped with luxurious chairs and a loudspeaker which reproduces the same sound one hears in the auditorium, the cry room affords a large double-glass panel from which the picture may be viewed. On the left is a modern rest room for men.

The deeply upholstered chairs in the theatre proper are finished in deep blue, with ivory backs and walnut arm rests. The walls and ceiling are decorated in contrasting pastel shades. Three pilasters on each side have tubular glass lighting fixtures that are controlled from the projection room. The screen is covered with heavy velour curtains which open when the picture starts by means of a control located in the projection room.

K. Lee Williams Theatres, Inc., was organized by two men who entered the motion picture business more than 25 years ago. Each followed more or less separate paths until January of last year, when the purchasing of the Grand and Gem theatres in DeQueen, Ark., marked the advent of a theatre firm headed by K. Lee Williams with R. E. Griffith, already a veteran circuit operator himself, serving as partner. The new company, it is said, is strictly an independent setup and is equally owned by the two picture business pioneers.



To keep your carpeting bright and attractive, see that it is cleaned thoroughly at frequent intervals. Neglect of this important duty limits the life of the covering, and also causes it to become dull. Shown above is an example of the important part played by good carpeting in enhancing the general appearance of a theatre. The scene is the inner lobby of the Harvey Theatre, Chicago.

Floor Coverings Deserve Special Treatment

The exhibitor of today can't afford to use cheap carpeting. Now at first glance that statement might seem to contain a typographical error, but if one stops to ponder a moment at the expense and probable damages that can result from an inferior grade of carpeting, he'll realize that the statement is true. At one time carpets were considered a luxury and an unnecessary expense, but that was before the advent of sound pictures. Today, floor coverings not only add immeasurably to the attractiveness of a theatre, but play a large part in acoustics as well.

A good grade, of course, must be used. And no matter how good it may be, a carpet can become an expense if it does not receive proper care. The cleaning job cannot be dismissed as simply a "going-over" process to be done hurriedly, with the excuse that it will be done better next time. Theatre carpets take a lot of hard punishment, and for that reason, ordinary cleaning methods are out. On the surface, the sweeper may seem to do a good job, but one must not forget the dirt which has been pressed into the base of the carpet through constant traffic. To get right down to the base fibers, you must have cleaning tools that will accomplish this. And the job must be so thorough that when it's all over you'll know without a doubt that the carpet is absolutely clean.

Special Care for Fiber Type

Special care should be given floor coverings of the fiber type. To keep the fibers in excellent condition, and to maintain that essential appearance of cleanliness, periodic shampoos are advised. Often rugs may be removed and sent to the dry cleaners, but insist on the cleaners doing a thorough job. In many communities, there are specialists in carpet cleaning who call at the theatre and do the work after hours.

While it is necessary to get the dirt out of the carpet, it would be much better to get the dirt before it enters the theatre. One can't stand outside and request the patron to permit him to scrape it off his shoes. Likewise, it would be foolish to ask patrons to wipe their feet before entering. Yet a subtle method can be used, that of placing rubber mattings at all entrances. These mattings are so soft and pliable that they can easily be rolled up and taken inside after the last show.

One needn't fear that they will detract from the appearance of his theatre. As a matter of fact, they often enhance it, since they are available in a number of designs and colors, and in various sizes, too. Thus, while you improve the appearance of your front, you also collect a maximum amount of dirt before it has a chance to be carried inside and pressed into your carpets.

Keep Marquee Letters Clean

If your patrons keep asking the cashier what's playing, it may be that they are unable to read the dirt-laden marquee letters. Instruct your custodian or sign-changers to wash the letters frequently, especially if they are the transparent type through which a light in the back shines. Dirty marquee letters spoil the effect of an otherwise neat and attractive theatre front.

Novachord Installation

A Hammond novachord has been installed in Loew's Jersey Theatre, Jersey City.

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The Bulletin Board

Theatre Construction . . . .

In an appeal from a decision of the zoning board of Pawtucket, R. I., William A. Pinault has amended his plans to construct a theatre in that city and has requested permission for a new site which will include a parking lot. The building plans provide for a 60 x 150-foot theatre to seat 700 persons and cost between $50,000 and $75,000.

The Rock Realty Co. of Bridgeport, Conn. is proceeding with plans to build a theatre and store building in that city.

Bids are being taken for the erection of a $50,000 theatre at Magnolia Blvd. and Valley St. in Burbank, Calif.

Bids on the construction of a new theatre planned for Wilmington, N. C., were opened early this month and razing of the present structure has already been started. The house is scheduled to open this fall. It will seat 1,250 persons.

Building permits totaling $175,000 have been issued for the erection of two motion picture theatres in Clarkston, Idaho. The first for $100,000 was to Frederick Mercy of Yakima, and the second to Mrs. J. A. Pulver of the Liberty Theatre Co. in Lewiston. The former announced his house would be completed by June 1 and will have seats for 1,000. The latter stated that the other house would also seat 1,000 and would be of the stadium type.

Another newsreel theatre is assured for Hollywood, according to an announcement made by Charles Detoy, who announced a long-term lease of a piece of property to Tele-View Pictures Corp. Construction work is expected to be completed early next month. The house will seat 500 persons.

Plans are being prepared by Edward G. Scheidt of Newfield, N. J., for a motion picture theatre to be constructed in Central Park, N. J., by R. O. Legore and Herman Brotman of Vineland.

R. L. Schmidt, manager of the Strand and Temple Theatres in Berwick, has announced his acquisition of two properties, one in Shickshinny and the other in Mocanaqua, and is planning to convert them into modern movie houses.

Make those improvements now!

Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

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W. E. Drumbar, former manager of theatres in Knoxville, Tenn. is going into business on his own. A building permit has been taken out in his name for a new theatre to be built in that city. He will also construct houses in Vestal and Bearden.

Henry Gugliotta and sons have announced plans for the construction of a modern motion picture house in the Fairdale section of Carmichaels, Pa. It will seat 500.

Plans have been released for the construction of a new theatre in Lincolnton, it was announced by R. L. Clemmer, Hickory architect who designed the building. The theatre is to be erected for the Lincolnton Amusement company, of which Albert E. Miller is manager.

The George P. O'Rourke Construction company of Houston has been awarded a general contract for construction of a $100,000 suburban theatre in Houston, Tex. The new theatre will be called the Almeda. The structure will be of steel and concrete, with a stucco exterior finish. It will be streamlined, fireproof, air conditioned and will seat approximately 1,000 persons. Opening date probably will be the first of June. J. W. Dehnert of Houston is the supervising architect. The awarding of the contract was announced by Al Lever, Houston manager for the Interstate circuit.

Blueprints for the projected new theatre on the site of the now razed Columbia theatre property in Bloomsburg, Pa. were taken to Harrisburg by Charles Ryan, of the Comerford Amusement Corporation, owner of the property, for possible approval by the department of labor and industry. Bearing the legend, "Columbia Theatre," blueprints call for constructing a theatre building 114 feet by 53.

The R. E. Griffith interests have announced the construction of a modern theatre building for Belen. According to District Manager Ted Jones construction will be started within the next 30 days. The building and equipment are to be modern in every way. The Griffiths already own a theatre in Belen and this also will be reconstructed.

Erection of a new and modern theatre for negroes at Galveston, Tex. is being planned by Mrs. Anita Martini, manager of the Dixie Theatre No. 3.

Eventual erection of a new theatre in Tyler, Tex. was a step nearer when the Texas Consolidated Theatres, Inc., took out a building permit at the City Hall to raze the structures on the Friedlander property recently purchased by the theatre chain. The new building is expected to be constructed at a cost of more than $100,000, modern in every respect.

Announcement has been made by the Sycamore Corp. of America of definite plans to build a theatre building at East Hartford. Present tentative plans provide for a building containing a theatre to seat 1,000 persons.

Ground was broken recently for a motion picture theatre for Beaumont, Cal. O. E. Brown has the contract for the building, which is being built by C. L. James and D. Markley Morgan of Yuma, who will operate the theatre. The building will be of reinforced concrete, 50 feet wide and 110 feet deep on a lot frontage of 65 feet. It will have a seating capacity of 450.

Plans for a handsome new theatre building in Union, W. Va., to arise from the ashes of the structure destroyed by fire on Jan. 1st last, became known when a deed for the lot, dated Mar. 1, was placed on record.

Final arrangements for the construction of the new $100,000 Schine theatre at Norwalk, O., were completed with the announcement of the purchase of additional land on the site of the new theatre.

William Sellman, manager of the present theatre said that work is expected to start on the construction of the theatre which will seat 1,500 persons, within the next few weeks. It is expected that the theatre will be completed for opening on Labor Day.

A San Carlos contractor, James B. Allen, was low bidder on the new Fox West Coast Theatre to be built there, the San Francisco office of the concern disclosed, and he "undoubtedly" will be awarded the contract for construction of the building it was stated. Contracts must be sent to Los Angeles for approval by heads of the firm it was explained.

Work is expected to be started on the theatre within a few weeks.

Excavation has been started for the building site of a modern motion picture house in Lake Lure, N. C. to be owned and operated by J. W. Griffin of Forest City, who now operates two houses in his home town and is a theatre promoter of long experience.

The structure will be of a rustic design for year round use but with collapsible sides to afford an open air effect. It will seat 350 and be equipped with modern comfortable seats and the latest screen and sound equipment. It is expected to be completed in May and will represent an approximate $10,000 investment.

Plans have been completed for construction of a new theatre by Warner Brothers on the site of the old Bristol Theatre, Bristol, Conn., destroyed by fire last December, it was announced by Dennis J. Rich, manager of the Cameo, Warner Brothers' other motion picture house. Plans call for one of the most modern and best equipped theatres in the state, according to Mr. Rich. The building will be of steel and brick and will have a seating capacity of 900. There will be no balcony but the seats will be pitched in the rear along the line of the new modern stadium type theatre.

Plans for the new Capitol Theatre, to be constructed in McLeansboro, Ill. were completed by S. E. Pirtle of Jerseyville, Ill., and architect Earl Warwag of Evansville, Ind., and it was announced that the plans would be submitted to contractors for bids. The new theatre will have a seat-capacity of 518, or about one hundred more than the present building and will be one of the finest in southern Illinois. The plans call for a vari-colored tile front, with a V-

shaped marquee, edged with myriad lights and a neon display. The interior decorations will be modernistic and new upholstered seats will be installed. A modern circulating heating system, an air conditioning system, new projectors and sound equipment are other important items contained in the plans. Manager Fred Sloan stated that the plans for the new theatre are much more pretentious than those originally proposed by Mr. Pirtle, who has given his enthusiastic approval.

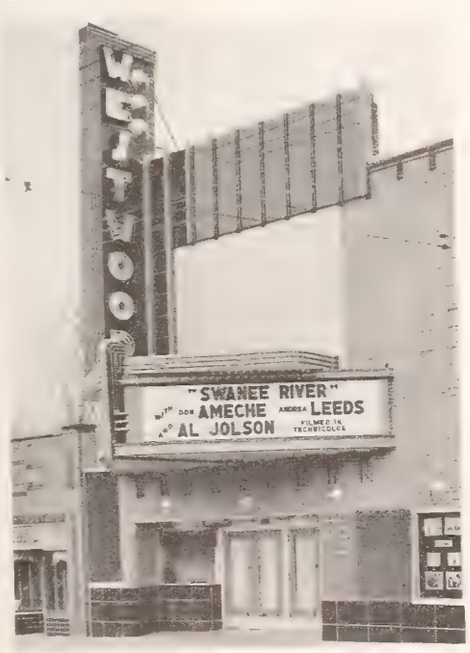
B. F. Shafer, owner and operator of the Lyric Theatre in Lacon, Ill., has announced complete plans for the construction of a new and modern theatre in the old Rose Opera building. Mr. Shafer has stated that construction will begin May 1.

For the past several years, Mr. Shafer has been planning a theatre for Lacon but only recently he decided the time was at hand and the public announcement has been made. The structure is to be called the New Shafer Theatre.

Plans for the construction of a modern community theatre in Atlanta's West End by Lucas & Jenkins, operators of a chain of playhouses, were announced. Cost of the development is expected to be close to $50,000. Plans call for a seating capacity of 1,300, which is several hundred more seats than in the average community theatre in Atlanta.

Of fireproof construction, the theatre will be one story and basement with a mezzanine and marquee. Plans are being prepared by Henry H. Jordan, local architect, and the Capitol Construction Company will have charge of the work. Lucas & Jenkins now operate two other theatres in that section of the city.

Announcement is made by Nicholas J. Basil, vice-president of Dipson-Basil Theatres, Inc., that architects are working on plans for a modern theatre to replace the present Star Theatre at Tonawanda, N. Y., to cost $75,000. Seating capacity of 1,200 is to be provided, and there will be every convenience for patrons and for the proper showing of pictures. All equipment, it is announced, will be of the latest design. The theatre will be air-conditioned. Work will start when the present lease expires on November 1st.



Exterior of the recently opened Westwood Theatre, Cincinnati, featuring a sign installation employing the Wagner Flex-Word Units, new development of Wagner Sign Service. The Westwood was designed and built by F & Y Building Service Company.

Leo T. Jones, owner and manager of the Star Theatre at Upper Sandusky, together with Edward T. Gibbons, have purchased the Van Buren Building, formerly known as the Cook Building, and plan a modern theatre. Jones has, for a number of years, operated the Star Theatre at Upper Sandusky. The new theatre will be known as the Forest. Work is already under way and it is anticipated that the remodeling will be completed in from six to eight weeks.

Present plans include the construction of a fireproof building with the latest improvements in acoustics and heating and ventilating, with the air-conditioning system providing even temperatures at all times.

The purchase of five lots in Park Hill, Little Rock, Ark., for the erection of a theatre and a building to house four private business firms for occupancy about January 1 of next year was announced by M. S. McCord, secretary of Malco Theatres, Inc.

Construction will start probably the latter part of the summer and the buildings will be open for business the first of the year.

Mr. McCord did not elaborate on proposed plans for the theatre which will be 50 x 150 feet. It will be entirely modern, he added.

Plans for the construction of a modernistic theatre at Harrisburg and Ventnor avenues, Atlantic City, have been submitted to the City Commission.

An announcement that a new $75,000 one-story theatre and store building would be erected in Dallas, Tex. by the Cole estate heirs was issued Wednesday by Fooshee & Cheek, architects. Construction of the building will be started within a few weeks. Its owners will include Jack C. Gillespie, Mrs. Fred Furneaux and William C. Gillespie. The 800-seat theatre and six-store structure will be located on part of the old Oak Grove golf course. The theatre will be leased to an operator whose identity was not made public.

West Point Manufacturing Co. has begun the construction of a theatre building at the local unit of the company, Riverview, Ala. The building will represent a cost of approximately $35,000. This is a part of the construction program which the company recently announced, which will represent a cost of $250,000. Some of this work has been completed and some is going forward. It is stated that the theatre will seat approximately 450 people.

Construction of a new $25,000 suburban theatre in Oklahoma City will be started immediately. The theatre already has been leased for 10 years to Nelson N. Clabaugh and James Boyle and will include a number of new architectural developments in the southwest, said W. H. Schumacher, architect. The seating floor will reverse the usual process of a floor sloping to the front, and will slope to the back in order to make seats more comfortable. Interior construction will be a series of arches eliminating the high ceiling now required for theatres and provide special lighting effects. Contract for the building, which will be 45 by 90 feet, already has been let to Charles Moreau Co.

Plans have been drawn for a 1,400 seat theatre for Berwyn, Ill. It will be erected by Jacob Lasker and Sons, who bought the 175 by 137 foot site last year, and who already operate six film houses in Chicago and suburbs. The firm has two Berwyn theatres. The new playhouse will be called the Zephyr, according to Ben Lasker. Lasker asserted the building and equipment would cost about $150,000. He expects to begin construction in the spring. J. J. Novy of Riverside is architect.

Fire Losses

Fire caused damage amounting to $100,000 at the Liberty Theatre, Cumberland, Md., last month. The entire building was gutted, including 1,000 seats valued at $9.50 each, two pianos, floors, walls and ceiling and sound equipment.

The Pal Theatre at Palestine, Tex., operated by the Robb and Rowley chain was destroyed by fire last month entailing a loss of $25,000. The building, interior fixtures, projection and sound equipment were totally destroyed.

The Strand Theatre in Marshall, Texas, in the building owned by the T. P. Young estate, was completely destroyed by fire recently at a loss of $40,000.

The New Theatre at Jonesboro, Ark. was burned recently with a loss of $7,000. C. W. Tipman of Manila, the owner, said that he had shortly before spent $1,500 in remodeling and new equipment.

The Main Theatre on Armitage Ave., Chicago, was recently swept by fire. The damage was estimated at $20,000.

A loss of $7,500 to equipment and fixtures was sustained when the Dunbar Theatre in Cincinnati was swept by fire.

Estimates of the damage done to the Seminole Theatre, Homestead, Fla., when fire gutted it recently, vary from $35,000 to $50,000. J. W. English is the owner.

Fire completely destroyed the Dixie Theatre, Metter, Ga. recently. The house, owned by W. T. Wright, had been recently completely renovated and re-equipped.

The Strand Theatre, Gardiner, Maine, was completely gutted in a disastrous fire this month which caused a loss estimated at from $15,000 to $20,000. The theatre with a seating capacity of 250 was owned by the Russell Amusement Co. of Gardiner.

The Collegiate Theatre at Wake Forest, N. C., was completely destroyed recently following an early morning explosion. Ed Joyner, the owner of the building, said that it was valued at $7,500, while C. C. Whitaker, the lessee, stated that he had suffered a loss of $5,000 worth of equipment including 300 seats installed only last September.

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EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described below. Information on items of equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. Readers who desire special information on any subject may address such requests to the bureau, where they will receive prompt attention. In requesting literature or other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address must appear on blanks or letters.

STERILSEAT: "New Light on an Old Problem" is the title of a booklet dealing with a phase of sanitation which long has stood as a barrier between public building management and the public. A toilet seat that is sterile as well as scrupulously clean in appearance now is guaranteed the patrons of theatres through a new development known as Sterilseat. This applies a discovery of the Westinghouse Laboratories known as Sterilamp, which controls and emits the ultra-violet portion of the spectrum's rays, which destroys bacteria, molds and other micro-organisms. Neither in the initial cost of installation nor current consumption is this new improvement beyond the reach of the average theatre and showmen are urged to investigate it first hand by obtaining a copy of the booklet we will supply upon request.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a new bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

CARPET LINING: When you think of new carpet, or re-laying older ones, think of the advantages in added wear, to say nothing of that much more luxurious effect of a resilient tread, a good carpet underlay, or lining, can give you. Much improvement has been made in materials for this purpose, and well in the forefront of manufacturers of the product is the Clinton Carpet Company, whose Ozite is so famous. We have a booklet you will find very informative on the subject of carpet lining, and will include with it to those requesting a copy, a sample of the new circle-tread Ozite—much worth looking over and testing for strength and "spring."

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

"ON THE SPOT," is a "must" for all showmen, since it is a booklet, issued by the L. C. Chase Co., telling about a material and the methods for taking spots off upholstery and drapes. Soiled fabrics are an eye-sore which give an effect that has no place in the theatre—a depressing note in an atmosphere to which people turn for enjoyment. Get this booklet by all means. You'll learn how easy it is to brighten up all fabrics in the theatre.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

UNIFORMS: Drill your staff all you like, pick the best looking boys or girls to do the ushering job in your theatre, and if they are not dressed in smartly designed and appropriate uniforms all your fine efforts are just so much waste of time. The uniform question is a live one at all times for showmen, and every showman's file should contain the latest literature concerning uniforms. We have just what you need in a booklet published by Russell Uniform Co., a foremost designer and manufacturer. It illustrates the types of uniforms for the different types of theatre.

SAFETY LADDERS: There are ladders that have been designed especially for the purposes of theatres, and smart theatremen buy this kind as an investment in safety. The Dayton Safety Ladder Company issued an interesting folder illustrating the safety ladder and we suggest you get one, and see for yourself how much better off your staff would be were one of this type on hand to eliminate the frequently repeated risky job of changing marquee letters with an old style rickety ladder for the job.

AIR CONDITIONING: Westinghouse Electric and Manufacturing Co., gives a very practical slant to considerations of air conditioning in a booklet entitled "How to Buy Air Conditioning," copies of which we are enabled to send to interested theatremen. The most important factors concerning this subject are covered in the booklet and we recommend it to you.

SIGN FLASHERS: A lot of information about an electrical device that most certainly is one of the prime tools of showmanship is contained in a book published by Betts & Betts. You can get ideas as to the equipment which will permit you to introduce effects of animation with your display lighting in this not-too-technical and interesting piece of literature.

MOTOR GENERATORS: Whether or no you are contemplating installation of new projection equipment, you can with profit peruse a series of booklets we can offer you with the cooperation of the Hertner Electric Co. This company has specialized in projection generator equipment for many years, has a wealth of experience and accomplishment to its credit, and so you can be sure the information offered is accurate and dependable. It is information every theatreman, owner, manager or projectionist, can use to advantage.

SCREEN SLIDES: You can't beat the screen for getting attention, and every showman has a valuable medium for building good will as well as business through screen announcements. Screen slides with special announcements of local interest or facts about your theatre can go a long way in helping you keep your patronage informed as well as interested in you. Radio Mat Slide Co., has a folder with some nifty suggestions concerning the value of putting announcements about local clubs, etc., and we know you will be glad to have this. We'll also send a sample slide with the folder.

SOUND PROJECTORS: The machine and related equipment that puts on the picture show is detailed and illustrated by photographs in an excellent book which has been issued by Motiograph. It describes the Motiograph projector as well as the Mirrophonic sound system—head, amplifiers, speakers, etc.—which is sold with this machine. Here is a book you will prize.

LOBBY MATS: Whether or not at the moment or for some time to come you need rubber mats for the lobby, it's a good idea to have a look at what the market affords in this line of necessity for the up-to-date theatre. O. W. Jackson & Co., long specializing in rubber mats for theatres—colorful and decorative as well as most useful—has prepared a folder which you should look over. It will give you ideas.

VACUUM CLEANERS: Several types of vacuum cleaners manufactured by The Hoover Co., are described in a folder that is much worth your while. Theatres can't get along without vacuum cleaners to keep carpets and drapes in condition, to say nothing of the necessity of getting a good cleaning job done efficiently and rapidly. You will be interested in this folder.

MARQUEE SIGNS: Smarten up business as well the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in materials for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

THEATRE SEATS: One of the most notable developments of the past year in the equipment line, is the amount of new products that have been developed for the moderate-sized theatre. Nowadays it's only the size that differentiates the modern house in a neighborhood district and the "cinema palace" in the metropolitan centers. In the forefront of deluxe equipment for the smaller house is the American Seating Company's Bodiform-Avion chair. This is a lower priced model done on the luxurious scale introduced when American brought out the Bodiform model not so long ago to the cheers of architects, owners and moviegoers everywhere. There is a folder you can have for the asking that will give you a very good idea of the Bodiform-Avion.

ICE COOLING SYSTEM: Possibly you have overlooked one of the most efficient methods for cooling. This is by means of the modern type of conditioning done scientifically by ice meltage. The advantages of low cost of installation, low power cost, and simplicity of operation are explained in a booklet published by Knickerbocker Ice Co. It is illustrated with diagrams, makes everything understandable. Let us send you a copy.

REAR SHUTTER ASSEMBLY: Projectors are being improved constantly, though basically the projector is the same machine that has been functioning efficiently for years. To have projection equipment that's up to date the showman must look into all the improved equipment available, and we suggest you start by investigating the rear shutter now to be had for the regular model Simplex projector. So send for a booklet International Projector Corp. has prepared. It's on a par with the excellent explanatory material the company consistently has provided, and you may have one for the asking.

COOLING EQUIPMENT: National Theatre Supply Company offers a booklet containing data and illustrations which give you a clearer picture of how modern cooling is accomplished in the theatre. Your present ventilating system may prove adequate to the job of having a comfortably cool auditorium during the warm months by the addition of cooling equipment. We'll send one to you if you are interested.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

3/30/40

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

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Quiet! Hollywood! Shush! New York! The Spotlight is on Dallas!

The FILM CAPITOL of AMERICA Moves to DALLAS IN APRIL for the *Annual National*

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"ON TO DALLAS"

APRIL 18-19-20-1940

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Advance Dope

THE MORTAL STORM

MGM Drama Not Set

Selling Names: Margaret Sullavan, James Stewart, Robert Young, Frank Morgan, Irene Rich, Robert Stack.
Director: Frank Borzage.
Producer: Sidney Franklin.
Story Idea: Frank Morgan, professor in a German University, lives a quiet life with his wife, Irene Rich and their daughter, Margaret Sullavan. Clouds gather when Hitler becomes Chancellor, and Morgan is eventually thrown into a concentration camp, where he dies. Robert Young and James Stewart are both in love with Margaret, but Young, as leader of a Storm Trooper patrol, kills Margaret and has Stewart arrested for treason, when he catches them trying to get out of Germany.
Catchline: "A truthful, dramatic document of Germany—picturized."

ON THEIR OWN

20th-Fox Comedy Not Set

Selling Names: Spring Byington, Ken Howell, George Arnest, June Carlson.
Director: Otto Brower.
Assoc. Producer: Max Golden.
Story Idea: Spring Byington and the children are left on their own, when the father's health fails, so they set out for California. There they turn in their car and trailer as a down payment on a bungalow court. In order to make the court pay, they rent the place to working people with children with June Carlson, the nurse in charge. Their neighbors drag them into a law court because of the noise, but the judge straightens things out and the family find their present assured.
Catchline: "The Jones family solve their present needs."

HENRY ALDRICH No. 1

Para Comedy Not Set

Selling Names: Jackie Cooper, Leila Ernst, Eddie Bracken, Hedda Hopper.
Producer-Director: Ted Reed.
Story Idea: Jackie Cooper must earn one hundred dollars, so that he can join a group going to Alaska. His parents laugh at his seriousness and the whole town, knowing his ability to get into trouble, try to prevent his earning the money; but he does it and also succeeds in bringing to town a new factory, to the satisfaction of all the townspeople.
Catchline: "America's number one adolescent boy."

WOMEN IN WAR

Rep. Drama Not Set

Selling Names: Elsie Janis, Wendy Barrie, Mae Clarke, Patric Knowles.
Director: John H. Auer.
Assoc. Producer: Sol C. Siegel.
Story Idea: Wendy Barrie, on trial for a murder she didn't commit, is permitted to join the overseas nursing corps, due to the intervention of her mother whom she's never seen, Elsie Janis, who happens to be matron of the nurses. In France she gets into trouble when she and Patric Knowles, Mae Clarke's fiance, fall in love with each other. In trying to kill Wendy, Mae loses her life. This gives Elsie a chance to reveal herself and reunites mother and daughter.
Catchline: "She forfeited all rights to her own child."

AND ONE WAS BEAUTIFUL

MGM Drama April 5

Selling Names: Robert Cummings, Laraine Day, Jean Muir, Billie Burke.
Director: Robert Sinclair.
Producer: Frederick Stephani.
Story Idea: Jean Muir meets Robert Cummings, rich playboy, at a dinner party. They go to a roadhouse, where he becomes intoxicated, so she drives the car home, runs over and kills a man and leaves Cummings in the car to take the blame. Laraine Day, Jean's sister, suspects something when Cummings is arrested for manslaughter and sent to prison without trying to defend himself. Then Jean marries Frank Milan, but Laraine, having found out the truth, remains loyal to Cummings and awaits his release.
Catchline: "Her beauty enslaved men."

MAN WITH NINE LIVES

Col Drama April 11

Selling Names: Boris Karloff, Roger Pryor, Jo Ann Sayers.
Director: Nick Grinde.
Producer: Irving Briskin.
Story Idea: Roger Pryor, brilliant young scientist who is experimenting on a cancer cure by freezing, arrives with his fiancee, Jo Ann Sayers, at the deserted Canadian home in the wilderness, of Boris Karloff, a doctor who had been a pioneer in the field and who had disappeared ten years before. In a secret passage they find an ice chamber with the frozen body of Karloff therein. A note beside the body begs them to attempt resuscitation, which they do. He regains consciousness and tells an amazing story.
Catchline: "The secret of a return from death."

EARTHBOUND

20th-Fox Drama Not Set

Selling Names: Warner Baxter, Andrea Leeds, Lynn Bari, Herbert Wilcoxon.
Director: Irving Pichel.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Warner Baxter is killed by Lynn Bari because he refuses to revive the affair they had before he fell in love with and married Andrea Leeds. Henry Wilcoxon, Lynn's husband, takes the blame—but the ghost of Baxter haunts Andrea until she follows his instructions; finds the gun and has the real slayer arrested. It is only then that a strange calmness and peace come over the ghost of Baxter and he starts his long walk to heaven.
Catchline: "He attended his own funeral, but couldn't believe he was dead."

COVERED WAGON DAYS

Rep. Western Not Set

Selling Names: Bob Livingston, Raymond Hatton, Duncan Renaldo, Kay Griffith.
Director: George Sherman.
Assoc. Producer: Harry Grey.
Story Idea: The Three Mesquiteers are convinced that George Douglas is involved in the silver smuggling that has been going on across the Mexican border, as well as in the murder of the owner of the mine. They set out to establish Paul Marian's innocence and prove Douglas's guilt. This they accomplish after a series of hair-raising adventures and perils.
Catchline: "Trapped in a dynamited mine . . . they escape to catch a murderer."

Confucius Say That?

To plug "The Gentleman from Arizona," the manager of the Saenger Theatre, Shreveport, La., sends out postal cards to his mailing list on which appeared a yellow dot and this bit of philosophy by that eminent Chinaman: "Hold this card four inches away from your mouth, then hold your breath for five minutes, and if you turn red before the spot does, you should see . . . etc."

Money Dates

APRIL

28th

NATIONAL BETTER HOMES WEEK. Sponsored by the Purdue Research Foundation, Lafayette, Indiana. This is a good day to show one of the U.S. H.A. reels available without charge to any exhibitor. Tie up with local real estate brokers and contractors to make the occasion a big one in your town.

DAYLIGHT SAVING BEGINS. Arrange for a formal ceremony of putting the clocks ahead. You can do it on the stage, during the midnight show the night before. Run a trailer in advance advising patrons to make the change. Rearrange your schedule in order to conform, if necessary, to the extra hour of daylight.

MARYLAND ENTERED THE UNION, 1788. Theatres in that state should join in any local observances of the occasion.

29th

NATIONAL BABY WEEK. Sponsored by Earnshaw Publications, 71 West 35th St., New York City. This is a swell time to have a baby contest tieing in a photographer and local stores selling infants' wear.

30th

WASHINGTON INAUGURATED, 1789. It was this date that prompted the opening of the New York World's Fair last year. You might tie it up with any shorts of the period you are playing as well as with the current presidential contest.

MAY

1st

MOVING DAY in many cities. Send a pass to all the new families in town inviting them to be your guests at any early show, so that they can become acquainted with your entertainment facilities. Run a trailer in advance of this date urging attendance at your theatre to be out of the way of the moving vans on that date.

MAY DAY OR CHILD'S HEALTH DAY. Sponsored by the United States Dept. of Labor, Washington, D. C. This is a good occasion on which to help the free clinics, etc., in your city which are endeavoring to raise the standard of children's health.

NATIONAL EGG WEEK. Sponsored by the National Poultry Council, East Greenwich, R. I. Tie up with stores selling eggs. Offer prizes to the local farmer with the largest eggs or the best hens.

2nd

ASCENSION DAY. Parochial Schools closed. Make a play for the business of the kids on this occasion.

4th

NATIONAL GOLF WEEK. Sponsored by the Sporting Goods Dealer, St. Louis, Mo. By this time, most of the local clubs have opened. Be sure to have a bunch of programs left with the club steward or posters showing your current attractions. Offer prizes for the best golfers (passes are enough) in order to get some of the business in the evening which you'll be losing afternoons.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE. —BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)		Reissued
Everything Is Rhythm (Mu)		Harry Roy & Band		7/22/39	Not Rev.
Heart of New York (Mu)	80	Jolson-Evans-Morgan			Reissued
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Monster Walks (My-D)	60	Mischa Auer			Reissued
Our Daily Bread (D)	75	Tom Keene-John Qualen	(A)		Reissued
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Rain (D)	85	J. Crawford-W. Huston			Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy			Reissued
Street Scene (D)	79	Sylvia Sidney			Reissued
Three Broadway Girls (C)	83	Blondell-Evans-Claire			Reissued
Tombstone Canyon (W)	67	Bob Burns			Reissued
Tonight Or Never (D)	92	Swanson-Douglas-Karloff			Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

1938-39

Behind Prison Gates (D)	63	Brian Donlevy-Jacqueline Wells	(A)	7/28/39	b8/26/39
Blind Alley (D)	71	Ralph Bellamy-Rose Stradner	(F)	5/11/39	b4/29/39
Blondie Takes a Vacation (C)	68	Penny Singleton-Arthur Lake	(F)	7/20/39	b7/22/39
Clouds Over Europe (C-D)	79	Olivier-Hobson-Richardson	(F)	6/20/39	b6/24/39
Coast Guard (D)	70	Scott-Bellamy-Dee	(F)	8/4/39	b9/2/39
First Offenders (D)	61	Walter Abel-Beverly Roberts	(F)	4/12/39	b8/5/39
Five Little Peppers and How They Grew (C-D)	60	Edith Fellows-Dorothy Peterson	(F)	8/22/39	b8/26/39
Golden Boy (D)	101	Barbara Stanwyck-Wm. Holden	(F)	9/5/39	b8/19/39
Good Girls Go to Paris (C)	78	Joan Blondell-Melvyn Douglas	(A)	6/30/39	b6/24/39
Konga, The Wild Stallion (D)	63	Fred Stone-Rochelle Hudson	(F)	8/30/39	b9/16/39
Lady and the Mob (C)	65	Fay Bainter-Ida Lupino	(F)	4/3/39	b3/11/39
Law Comes to Texas (W)	58	Bill Elliott-Veda Ann Borg		4/16/39	a2/25/39
Man From Sundown (W)	58	Chas. Starrett-Iris Meredith	(F)	7/15/39	b8/19/39
Man They Couldn't Hang (D)	65	Boris Karloff-Lorna Gray	(A)	8/17/39	b8/19/39
Missing Daughters (D)	59	Richard Arlen-Rochelle Hudson	(A)	5/22/39	b9/16/39
Only Angels Have Wings (D)	122	Jean Arthur-Cary Grant		5/25/39	b5/13/39
Outside These Walls (D)	61	Dolores Costello-Michael Whalen	(F)	5/4/39	b8/5/39
Parents on Trial (D)	78	Jean Parker-Johnny Downs	(F)	6/29/39	b9/23/39
Riders of Black River (W)	59	Chas. Starrett-Iris Meredith	(F)	8/23/39	b9/30/39
Spoilers of the Range (W)	58	Chas. Starrett-Iris Meredith	(F)	4/27/39	b8/5/39
Trapped In the Sky (D)	60	Jack Holt-Katherine DeMille	(F)	6/1/39	b2/18/39
Western Caravans (W)	58	Chas. Starrett-Iris Meredith	(F)	6/15/39	b7/22/39
Woman Is the Judge (D)	62	Otto Kruger-Rochelle Hudson	(A)	7/10/39	b9/30/39

1939-40

Amazing Mr. Williams (C-D)	86	Joan Blondell-Melvyn Douglas	(F)	11/23/39	b11/25/39
Beware Spooks (C)	68	Joe E. Brown-Mary Carlisle	(F)	10/24/39	b10/28/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Brings Up Baby (C)	68	Penny Singleton-Arthur Lake	(F)	11/9/39	b11/11/39
Blondie On a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Cafe Hostess (D)	63	Preston Foster-Ann Dvorak	(A)	11/30/39	b1/13/40
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	b3/2/40
Dead Man's Isle		Peter Lorre-Rochelle Hudson			In Prod.
Doctor Takes a Wife (D)		Loretta Young-Ray Milland		4/25/40	a2/24/40
Five Little Peppers at Home (D)		Edith Fellows-Clarence Kolb		2/8/40	a1/13/40
Fugitive at Large (D)	66	Jack Holt-Patricia Ellis	(F)	12/7/39	b8/5/39
Fugitive From a Prison Camp		Jack Holt-Marian Marsh			In Prod.
Hidden Power (D)	59	Jack Holt-Gertrude Michael	(F)	9/7/39	b5/27/39
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
I Married Adventure		Travelogue Feature		4/18/40	In Prod.
Lone Wolf Meets a Lady (My)		Warren William-Jean Muir			In Prod.
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Man With Nine Lives (D)		Boris Karloff-Jo Ann Sayers		4/11/40	a3/30/40
Men Without Souls (D) (Former title, "Escape from the Big House")		John Litel-Rochelle Hudson		3/4/40	a2/17/40
Miracle on Main Street (D)	78	Margo-W. Abel-L. Talbot	(A)	10/29/39	b2/3/40
Mr. Smith Goes to Washington (C-D)	130	Jean Arthur-James Stewart	(F)	10/19/39	b10/7/39
Music in My Heart (Mu-C)	72	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
My Son Is Guilty (D)	63	Jacqueline Wells-Bruce Cabot	(F)	12/28/39	b1/20/40
Outpost of the Mounties (W)	63	Chas. Starrett-Iris Meredith	(F)	9/14/39	b11/25/39
Outside 3-Mile Limit (D)	63	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Passport to Alcatraz (D)		Jack Holt-Cecilia Callejo			a1/27/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Scandal Sheet (D)	65	Otto Kruger-Ona Munson	(A)	10/16/39	b10/28/39
Stranger From Texas (W)	54	Chas. Starrett-Lorna Gray	(F)	11/2/39	b12/23/39
Taming of the West (W)	55	Bill Elliott-Iris Meredith		12/7/39	a9/9/39
Ten Days in Paris (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	6/6/40	b3/30/40
Those High Grey Walls (D)	82	Walter Connolly-Iris Meredith	(A)	9/21/39	b9/30/39
Too Many Husbands (C)	82	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40
U-Boat 29 (D) (Reviewed as "Spy in Black")	79	Conrad Veidt-Valerie Hobson	(F)	10/7/39	b7/15/39

MGM

1938-39

Andy Hardy Gets Spring Fever (C)	85	Mickey Rooney-Lewis Stone	(F)	7/21/39	b7/15/39
Bridal Suite (C-D)	67	Rob't Young-Billie Burke	(F)	5/26/39	b5/27/39
Broadway Serenade (Mu-D)	112	J. MacDonald-L. Ayres	(F)	4/7/39	b4/8/39
Calling Dr. Kildare (D)	85	L. Ayres-L. Barrymore	(F)	4/28/39	b4/29/39
Goodbye, Mr. Chips (D)	114	Robert Donat-Greer Garson	(F)	7/28/39	b5/20/39
Hardys Ride High (C-D)	80	Rooney-Stone-Rutherford	(F)	4/21/39	b4/22/39
It's a Wonderful World (My-C)	86	James Stewart-Claudette Colbert	(F)	5/19/39	b5/6/39
Kid From Texas (C-D)	70	Dennis O'Keefe-Florence Rice	(F)	4/14/39	b4/8/39
Lady of the Tropics (D)	92	Hedy Lamarr-Rob't Taylor	(A)	8/11/39	b8/12/39
Lucky Night (C-D)	82	Myrna Loy-Robert Taylor	(A)	5/5/39	b4/29/39
Maisie (C-D)	72	Robert Young-Ann Sothern	(F)	6/23/39	b6/10/39
Miracles For Sale (D)	70	Florence Rice-Robert Young	(F)	8/4/39	b8/5/39
On Borrowed Time (D)	99	Lionel Barrymore-Beulah Bondi	(A)	7/7/39	b7/1/39
6,000 Enemies (D)	60	Walter Pidgeon-Rita Johnson	(A)	6/9/39	b6/3/39
Stronger Than Desire (D)	77	Virginia Bruce-Walter Pidgeon	(F)	6/30/39	b7/1/39
Tarzan Finds a Son! (D)	81	Weissmuller-O'Sullivan	(F)	6/16/39	b6/3/39
Tell No Tales (D)	67	Melvyn Douglas-H. B. Warner	(F)	5/12/39	b5/20/39
These Glamor Girls (C-D)	80	Lew Ayres-Lana Turner	(F)	8/18/39	b8/19/39
They All Come Out (D)	70	Rita Johnson-Tom Neal		7/14/39	b7/8/39
Wizard of Oz (Tech.) (Mu-C)	101	Judy Garland-Frank Morgan	(F)	8/25/39	b8/12/39

MGM

1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful (D)		Jean Muir-Robert Cummings		4/5/40	a3/30/40
Andy Hardy Meets Debutante (C)		Mickey Rooney-Lewis Stone			a3/23/40
Another Thin Man (My-C)	102	William Powell-Myrna Loy	(F)	11/17/39	b11/18/39
Babes in Arms (Mu-C)	97	Mickey Rooney-Judy Garland	(F)	10/13/39	b9/23/39
Balalaika (Mu-D)	102	Nelson Eddy-Ilona Massey	(F)	12/29/39	b12/16/39
Bad Little Angel (D)	72	Virginia Weidler-Gene Reynolds	(F)	10/27/39	b10/28/39
Blackmail (D)	81	E. G. Robinson-Guinn Williams	(A)	9/8/39	b9/9/39
Boom Town (D)		Gable-Tracy-Lamarr-Colbert			In Prod.
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dancing Co-Ed (C)	84	Lana Turner-Richard Carlson	(F)	9/29/39	b9/30/39
Dr. Kildare's Strange Case (D)		Lionel Barrymore-Lew Ayres		3/29/40	a2/17/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)		Spencer Tracy-Rita Johnson			a2/17/40
Fast and Furious (D)	73	Franchot Tone-Ann Sothern	(F)	10/6/39	b10/14/39
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)		Eddie Cantor-Rita Johnson		4/26/40	a1/13/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)		b12/16/39
Henry Goes Arizona (C)	67	Frank Morgan-Virginia Weidler	(F)	12/8/39	b12/9/39
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Joe and Ethel Turp Call on the President (D)	71	Ann Sothern-Walter Brennan	(F)	12/1/39	b12/9/39
Judge Hardy and Son (C)	90	Mickey Rooney-Lewis Stone	(F)	12/22/39	b12/16/39
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man From Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Marx Bros. at the Circus (C)	87	Marx Bros.-Florence Rice	(F)	10/20/39	b10/14/39
Mortal Storm (D)		Margaret Sullavan-Jas. Stewart			a3/30/40
New Moon (D)		Jeanette MacDonald-Nelson Eddy		4/5/40	a12/2/39
Nick Carter, Master Detective (D)	60	Walter Pidgeon-Rita Johnson	(F)	12/15/39	b12/16/39
Ninotchka (C)	110	Greta Garbo-Melvyn Douglas	(A)	11/3/39	b10/7/39
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Pride and Prejudice (D)		Greer Garson-L. Olivier			a3/2/40
Remember? (C)	83	Robert Taylor-Greer Garson	(A)	11/10/39	b11/11/39
Secret of Dr. Kildare (D)	85	Lew Ayres-Laraine Day	(F)	11/24/39	b11/25/39
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Stars Look Down (D)	140	Lockwood-Redgrave	(A)		b3/16/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)		Joan Crawford-Fredric March			a3/23/40
Thunder Afloat (D)	91	Wallace Beery-Robert Young	(F)	9/22/39	b9/23/39
To Own the World		Lana Turner-Lew Ayres			In Prod.
20 Mule Team		Wallace Beery-Leo Carillo			In Prod.
Two Girls on Broadway (Mu-D)		Turner-Murphy-Blondell		4/19/40	a2/17/40
Waterloo Bridge (D)		Vivien Leigh-Robert Taylor			a3/16/40
Women, The (D) (Part Tech.)	131	Shearer-Crawford-Russell	(A)	9/1/39	b9/2/39
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

MONOGRAM

1938-39

Across the Plains (W)	52	Jack Randall-Joyce Bryant	(F)	6/1/39	b5/27/39
Boys Reformatory (D)	61	Frankie Darro	(F)	5/1/39	b5/13/39
Danger Flight (D)	61	John Trent-Marjorie Reynolds	(F)	11/1/39	b10/28/39
Down the Wyoming Trail (W)	62	Tex Ritter	(F)	5/18/39	b6/17/39
Fight For Peace (Doc)	69	Newsreels	(A)	10/1/39	b9/30/39
Girl From Rio (D)	63	Movita-Warren Hull	(F)	8/7/39	b8/19/39
Irish Luck (D)	58	Frankie Darro-Sheila Darcy	(F)	8/15/39	b8/26/39
Man From Texas (W)		Tex Ritter		7/21/39	a7/1/39
Mr. Wong In Chinatown (My-D)	68	Boris Karloff-Marjorie Reynolds	(F)	8/1/39	b7/22/39
Mutiny in the Big House (D)	83	Barton MacLane-Chas. Bickford	(F)	10/25/39	b10/14/39
Oklahoma Terror (W)		Jack Randall-Virginia Carroll		8/25/39	a8/5/39
Overland Mail (W)	51	Jack Randall	(F)	10/31/39	b11/18/39
Ride of the Frontier (W)	59	Tex Ritter-Hal Price	(F)	8/16/39	b9/9/39
Should a Girl Marry? (D)	60	Anne Nagel-Warren Hull	(A)	6/16/39	b7/22/39
Sky Patrol (D)	61	John Trent-Marjorie Reynolds	(F)	9/9/39	b9/23/39
Streets of New York (D)	73	Jackie Cooper	(F)	4/12/39	b4/8/39
Stunt Pilot (D)	61	John Trent-Marjorie Reynolds	(F)	6/29/39	b7/8/39
Undercover Agent (C-D)	56	Russell Gleason-Shirley Deane	(F)	4/5/39	b4/29/39
Wanted by Scotland Yard (D) (Reviewed as "Dangerous Fingers")	65	James Stephenson-Betty Lynne	(A)	4/19/39	b3/18/39
Wolf Call (D)	61	John Carroll-Movita	(F)	5/8/39	b5/27/39

1939-40

Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley		2/24/40	a2/3/40
Covered Wagon Trails (W)		Jack Randall		4/10/40	In Prod.
Cowboy from Sundown (W)		Tex Ritter		5/2/40	a3/23/40
Danger Ahead (W)	60	James Newill-Dorothea Kent		1/10/40	a12/23/39
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Fighting Mad (W)	60	James Newill-Sally Blane		11/3/39	a10/7/39
Gang's All Here (C-D)	77	J. Buchanan-Horton-Kruger	(F)	11/17/39	b8/12/39
Gentleman from Arizona (W)	71	Farrell MacDonald-Barclay	(F)	12/25/39	b12/16/39
Heroes in Blue (D)	59	Dick Purcell-Bernadene Hayes	(F)	11/7/39	b11/25/39
Hidden Enemy (D) (Former title, "Front Page Lady")	63	Warren Hull-Kay Linaker		1/20/40	a12/23/39
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People (D)		Will Fyffe		4/30/40	In Prod.
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Pals of the Silver Sage (W) (Former title, "Colorado Trail")		Tex Ritter-Sugar Dawn		4/20/40	a3/16/40
Phantom Strikes (My)	58	Lawson-Henry	(F)	11/15/39	b11/18/39
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale		3/2/40	a1/27/40
Roll, Wagons, Roll (W)	54	Tex Ritter	(F)	11/25/39	b12/23/39
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Son of the Navy (D)		James Dunn-Jean Parker		3/30/40	a3/9/40
Terror of the Sky (D) (Former title, "Phantom Pilot")		James Newill		4/15/40	a3/16/40
Tomboy		Marcia Mae Jones-Jackie Moran		4/5/40	a3/16/40
Torpedo Raider (D)		Barry Mackay		2/28/40	Not Rev.
Westbound Stage (W)	52	Tex Ritter		12/15/39	b3/2/40
Yukon Flight (W)	57	James Newill-Louise Stanley		12/5/39	a11/18/39

PARAMOUNT

1938-39

Back Door to Heaven (D)	85	Ford-Erwin-Ellis	(A)	4/21/39	b4/15/39
Bulldog Drummond's Bride (C-D)	56	John Howard-Heather Angel	(F)	6/30/39	b7/8/39
Bulldog Drummond's Secret Police (My)	55	Howard-Angel	(A)	4/14/39	b4/8/39
Gracie Allen Murder Case (My-C)	75	Gracie Allen-Warren William	(F)	6/2/39	b5/20/39
Grand Jury Secrets (D)	66	John Howard-Gail Patrick	(F)	6/23/39	b6/10/39
Heritage of the Desert (W)	73	Donald Woods-Evelyn Venable	(F)	6/23/39	b5/15/39
Hotel Imperial (D)	70	Ray Milland-Isa Miranda	(F)	5/12/39	b5/13/39
I'm From Missouri (C)	77	Bob Burns-Gladys George	(F)	4/7/39	b3/25/39
Invitation to Happiness (D)	95	Fred MacMurray-Irene Dunne	(F)	6/16/39	b5/13/39
Island of Lost Men (D)	63	Anna May Wong-A. Quinn	(F)	7/28/39	b8/12/39
Lady's From Kentucky (D)	75	Geo. Raft-Ellen Drew	(F)	4/28/39	b4/15/39
Magnificent Fraud (D)	75	Lloyd Nolan-Akim Tamiroff	(A)	7/21/39	b7/22/39
Man About Town (C)	86	Jack Benny-Dorothy Lamour	(F)	7/7/39	b6/10/39

PARAMOUNT

1938-39 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Million Dollar Legs (C)	63	Betty Grable-Jackie Coogan	(F)	7/14/39	b7/15/39
Never Say Die (C)	80	Martha Raye-Bob Hope	(F)	4/14/39	b3/11/39
Night Work (C)	61	Mary Boland-Charlie Ruggles	(F)	8/4/39	b8/12/39
Our Leading Citizen (D)	88	Bob Burns-Susan Hayward	(F)	8/11/39	b8/5/39
Renegade Trail (W)	57	Bill Boyd	(F)	8/18/39	b7/22/39
Star Maker (Mu-C)	94	Bing Crosby-Louise Campbell	(F)	8/25/39	b8/26/39
Some Like It Hot (C)	62	Bob Hope-Shirley Ross	(F)	5/19/39	b5/13/39
Stolen Life (D)	93	Elizabeth Bergner	(A)	5/26/39	b4/22/39
This Man Is News (My)	78	Valerie Hobson-Barry Barnes	(F)	8/18/39	b4/8/39
Undercover Doctor (D)	65	Lloyd Nolan-Heather Angel	(A)	6/9/39	b6/10/39
Union Pacific (H-D)	135	Barbara Stanwyck-Joel McCrea	(F)	5/5/39	b4/29/39
Unmarried (D)	63	Buck Jones-Helen Twelvetrees	(F)	5/26/39	b5/27/39

1939-40

Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
All Women Have Secrets (D)	70	Joseph Allen-Jean Cagney	(A)	12/15/39	b12/9/39
Beau Geste (D)	114	Gary Cooper-Ray Milland	(F)	9/15/39	b7/22/39
Biscuit Eater (D)		Lonnie LeRoy-Cordell Hickman		4/26/40	a11/18/39
Buck Benny Rides Again (C)		Jack Benny-Virginia Dale		5/3/40	a1/20/40
Cat and the Canary (My-D)	73	Bob Hope-Paulette Goddard	(A)	11/10/39	b11/4/39
Death of a Champion (My-C)	67	Lynne Overman-J. Allen, Jr.	(F)	9/1/39	b8/26/39
Destiny (D)		Basil Rathbone-Ellen Drew			a2/17/40
Disputed Passage (D)	90	Dorothy Lamour-Akim Tamiroff	(A)	10/27/39	b10/14/39
Dr. Cyclops (Tech.)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Down Went McGinty (D)		Brian Donlevy-Akim Tamiroff		8/9/40	a3/23/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/19/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)		Bob Hope-Paulette Goddard			a3/16/40
Golden Gloves (D)		Jean Cagney-Robert Ryan		8/2/40	a12/23/39
Great Victor Herbert (Mu-D)	90	Allan Jones-Mary Martin	(F)	12/29/39	b12/2/39
Gulliver's Travels	77	Tech. Cartoon Feature	(F)	12/22/39	b12/23/39
Henry Aldrich No. 1 (C)		Jackie Cooper-Leila Ernst			a3/30/40
Hidden Gold (W)		Wm. Boyd-Russell Hayden		6/7/40	a12/16/39
(Former title, "The Man From Bar 20")					
Honeymoon in Bali (C)	95	F. MacMurray-Madeline Carroll	(A)	9/9/39	b9/16/39
I Want a Divorce		Dick Powell-Joan Blondell			In Prod.
Jamaica Inn (Cos-D)	110	Chas. Laughton	(F)	10/13/39	b5/27/39
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Law of the Pampas (W)	72	Wm. Boyd-Russell Hayden	(F)	11/3/39	b10/21/39
Llano Kid (W)	70	Tito Guizar-June Clayton	(F)	12/8/39	b11/11/39
Light of the Western Stars (W)		Jory-Hayden-Sayers		5/24/40	a11/11/39
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Night of Nights (D)	85	Pat O'Brien-Olympe Bradna	(A)	12/1/39	b12/2/39
Northwest Mounted Police (Tech.)		Cooper-Carroll-Foster-Goddard			In Prod.
Opened by Mistake (My-D)		Charles Ruggles-Robert Page		5/10/40	a10/28/39
Our Neighbors—the Carters (D)	83	Fay Bainter-Frank Craven	(F)	11/24/39	b11/4/39
Parole Fixer (D)	58	J. Carroll Naish-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)		Jean Cagney-Richard Denning		6/28/40	a1/20/40
(Former title, "Woman from Hell")					
Range War (W)	67	Wm. Boyd-Russell Hayden	(F)	9/8/39	b8/5/39
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Rulers of the Sea (D)	96	Fairbanks, Jr.-Lockwood	(F)	11/17/39	b9/16/39
Safari (D)		Madeline Carroll-Fairbanks, Jr.		6/14/40	a11/18/39
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field		3/1/40	a7/1/39
Showdown (W)	63	Wm. Boyd-J. Clayton-Haden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)		Wm. Boyd-Russell Hayden		7/12/40	a1/13/40
(Former title, "Hold Your Horses")					
Television Spy (D)	58	William Henry-Judith Barrett	(F)	10/20/39	b9/16/39
This Man in Paris (My-C)	86	Barry Barnes-Valerie Hobson	(A)		b7/15/39
Those Were the Days (C)		Wm. Holden-Bonita Granville		6/21/40	a11/25/39
(Former title, "At Good Old Siwash")					
$1,000 a Touchdown (C)	74	Joe E. Brown-Martha Raye	(F)	9/22/39	b9/30/39
Typhoon (Tech.) (D)		Dorothy Lamour-Robert Preston		5/17/40	a9/9/39
Untamed (D)		Milland-Tamiroff-Morison (Tech.)		7/5/40	a8/19/39
Way of All Flesh (D)		Akim Tamiroff-William Henry		5/31/40	a12/23/39
What a Life (C)	78	Jackie Cooper-Betty Field	(F)	10/1/39	b9/23/39
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

R.K.O.-RADIO

1937-38

Story of Vernon & Irene Castle (Mu-C)	93	Fred Astaire-Ginger Rogers	(F)	4/28/39	b4/1/39

1938-39

Bachelor Mother (C)	82	Ginger Rogers-David Niven	(A)	8/4/39	b7/1/39
Bad Lands (W)	65	N. Beery, Jr.-G. Williams	(F)	8/11/39	b7/29/39
Career (D)	80	Alice Eden-John Archer	(F)	7/7/39	b7/8/39
Conspiracy (D)	58	Allan Lane-Linda Hayes	(A)	9/1/39	b8/26/39
Escape to Paradise (C-D)	60	Bob Breen-Kent Taylor	(F)	12/22/39	b12/9/39
Everything's On Ice (C-D)	66	Irene Dare-Roscoe Karns	(F)	10/6/39	b9/9/39
Fifth Avenue Girl (D)	85	Ginger Rogers-Tim Holt	(F)	9/22/39	b8/19/39
Fighting Gringo (W)	59	George O'Brien-Lupita Tovar	(F)	9/8/39	b9/2/39
Five Came Back (D)	73	Chester Morris-Wendy Barrie	(F)	6/23/39	b6/17/39
Girl and the Gambler (C)	62	Steffi Duna-Leo Carrillo	(F)	6/16/39	b6/10/39
Girl From Mexico (C)	70	Lupe Velez-Donald Woods	(F)	6/2/39	b5/20/39
In Name Only (D)	94	Lombard-Grant-Francis	(A)	8/18/39	b8/5/39
Love Affair (D)	85	Dunne-Boyer	(F)	4/7/39	b3/18/39
Panama Lady (D)	65	Lucille Ball-Allen Lane	(F)	5/12/39	b5/13/39
Racketeers of the Range (W)	64	Geo. O'Brien	(F)	5/26/39	b5/20/39
Rookie Cop (D)	60	Tim Holt-Virginia Weidler	(F)	4/28/39	b5/13/39
Saint in London (My-D)	70	Geo. Sanders-Sally Grey	(F)	6/30/39	b7/1/39
Sorority House (D)	64	Anne Shirley-James Ellison	(F)	5/5/39	b4/29/39
Spellbinder (D)	70	Lee Tracy-Barbara Reed	(A)	7/28/39	b7/29/39
They Made Her a Spy (D)	70	Sally Eilers-Allan Lane	(F)	4/14/39	b3/25/39
Timber Stampede (W)	59	George O'Brien	(F)	6/30/39	b6/24/39
Way Down South (Mu-D)	62	Bob Breen	(F)	7/21/39	b7/29/39

1939-40

Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)		b1/6/40
Allegheny Uprising (D)	81	John Wayne-Claire Trevor	(F)	11/10/39	b10/28/39
Anne of Windy Poplars		Anne Shirley-James Ellison			In Prod.
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	4/19/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/3/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/5/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Curtain Call (D)		Barbara Reed-John Archer		4/26/40	a3/16/40
Day the Bookies Wept (C)	64	Joe Penner-Barbara Reed	(F)	9/15/39	b9/16/39
Flying Deuces (C)	67	Laurel & Hardy-Parker	(F)	11/3/39	b10/14/39
Full Confession (D)	73	Victor McLaglen-Sally Eilers	(A)	9/8/39	b8/26/39
Hunchback of Notre Dame (D)	115	C. Laughton-Maureen O'Hara	(A)	12/29/39	b12/23/39
Irene (Mu-C)		Anna Neagle-Ray Milland		4/26/40	a12/30/39
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lone Star Legion (W)		Geo. O'Brien-Virginia Vale			In Prod.
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Married and in Love (D)	68	Alan Marshal-Barbara Reed	(A)	12/22/39	b12/16/39
Marshal of Mesa City (W)	61	George O'Brien-Virginia Vale	(F)	11/3/39	b10/7/39
Meet Dr. Christian (D)	66	Jean Hersholt-Dorothy Lovett	(F)	11/17/39	b10/21/39
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
My Favorite Wife (C)		Dunne-Grant-Scott		4/12/40	a1/20/40
Nurse Edith Cavell (D)	99	Anna Neagle-George Sanders	(A)	9/29/39	b8/26/39

R.K.O.-RADIO

1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Pinocchio	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.) (Reviewed as "Sixty Glorious Years")	(F)		b10/29/39
Ramparts We Watch		March of Time Feature			In Prod.
Reno (D)	73	Richard Dix-Gail Patrick	(A)	12/1/39	b11/18/39
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)		Geo. Sanders-Wendy Barrie			a3/16/40
Sued for Libel (D)	63	Kent Taylor-Linda Hayes	(F)	10/27/39	b10/21/39
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
That's Right, You're Wrong (Mu-C)	81	Kyser-Ball-Menjou	(F)	11/24/39	b11/18/39
Three Sons (D)	72	Edward Ellis-Virginia Vale	(F)	10/13/39	b9/30/39
Tom Brown's Schooldays		Jimmy Lydon-Hardwicke		5/10/40	In Prod.
Two Thoroughbreds (D)	62	Jimmy Lydon-Joan Brodell	(F)	12/8/39	b12/2/39
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Villain Still Pursued Her		Anita Louise-Richard Cromwell			In Prod.
You Can't Fool Your Wife (C-D)		Lucille Ball-James Ellison			a3/16/40

REPUBLIC

1938-39

Blue Montana Skies (W)	56	G. Autry-Smiley Burnette	(F)	5/4/39	b5/6/39
Colorado Sunset (W)	64	G. Autry-Smiley Burnette	(F)	7/31/39	b8/5/39
Frontier Pony Express (W)	58	Roy Rogers-Mary Hart	(F)	4/19/39	b4/15/39
In Old Caliente (W)	57	Roy Rogers-Mary Hart	(F)	6/19/39	b7/22/39
In Old Monterey (W)	73	Autry-Burnette-Hayes	(F)	8/14/39	b7/29/39
Man of Conquest (H-D)	96	Richard Dix-Gail Patrick	(F)	5/15/39	b4/15/39
Mickey, the Kid (D)	66	Byrd-Cabot-Ryan	(F)	7/3/39	b7/1/39
Mountain Rhythm (W)	59	Gene Autry-Smiley Burnette	(F)	6/9/39	b7/1/39
New Frontier (W)	57	3 Mesquiteers	(F)	8/10/39	b8/19/39
Night Riders (W)	58	3 Mesquiteers	(F)	4/1/39	b4/8/39
Rovin' Tumbleweeds (W)	64	Autry-Mary Carlisle	(F)	11/16/39	b11/25/39
She Married a Cop (Mu-C)	65	Phil Regan-Jean Parker	(F)	7/12/39	b7/1/39
Should Husbands Work (C)	66	The Gleasons	(F)	7/26/39	b7/22/39
Smuggled Cargo (D)	62	R. Hudson-Barry Mackay	(F)	8/21/39	b8/26/39
SOS—Tidal Wave (D)	60	Ralph Byrd-Kay Sutton	(A)	6/2/39	b6/3/39
Southward Ho! (W)	58	Roy Rogers-Mary Hart	(F)	5/19/39	b6/10/39
Street of Missing Men (D)	65	Chas. Bickford-Nana Bryant	(F)	4/28/39	b4/29/39
Three Texas Steers (W)	56	3 Mesquiteers	(F)	5/12/39	b6/17/39
Wall Street Cowboy (W)	66	Roy Rogers	(F)	9/6/39	b9/9/39
Wyoming Outlaw (W)	57	3 Mesquiteers	(F)	6/27/39	b7/15/39
Zero Hour (D)	65	Frieda Inescort-Otto Kruger	(F)	5/27/39	b5/27/39

1939-40

Arizona Kid (W)	61	Roy Rogers-Sally March	(F)	9/29/39	b10/7/39
Calling All Marines (D)	66	Donald Barry-Helen Mack	(F)	9/21/39	b9/16/39
Crooked Road (D)		Edmund Lowe-Irene Hervey			In Prod.
Covered Trailer (C)	66	Gleasons-Davenport	(F)	11/10/39	b11/18/39
Covered Wagon Days (W)		Three Mesquiteers			a3/30/40
Cowboys From Texas (W)	57	Three Mesquiteers	(F)	11/29/39	b12/9/39
Dark Command (D)		John Wayne-Claire Trevor			a12/16/39
Days of Jesse James (W)	63	Roy Rogers-George Hayes	(F)	12/20/39	b12/23/39
Doctors Don't Tell (D)		Charles Coburn			In Prod.
Flight at Midnight (D)	66	Roscoe Turner-Phil Regan	(F)	8/28/39	b9/2/39
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)		Lola Lane-Lloyd Nolan-MacLane			In Prod.
Gaucho Serenade (W)		Gene Autry-Smiley Burnette			In Prod.
Ghost Valley Raiders (W)		Donald Barry-Lona Andre			a3/2/40
Grandpa Goes to Town (C)		The Gleasons-Harry Davenport			a3/16/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
In Old Missouri		Weaver Bros.-Elviry			a3/16/40
Jeepers Creepers (Mu)	69	Rogers-Weaver Bros.	(F)	10/27/39	b11/4/39
Kansas Terrors (W)	57	3 Mesquiteers-Jacqueline Wells	(F)	10/6/39	b10/21/39
Main Street Lawyer (D)	72	Edward Ellis-Anita Louise	(F)	11/3/39	b11/11/39
Money to Burn (C)	69	The Gleasons-Harry Davenport	(F)	12/28/39	b12/30/39
Pioneers of the West (W)	56	3 Mesquiteers	(F)	3/12/40	a3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Sabotage (D)	69	Arleen Whelan-Gordon Oliver	(F)	10/13/39	b10/14/39
Saga of Death Valley (W)	58	Roy Rogers-George Hayes	(F)	11/22/39	b11/25/39
South of the Border (W)	71	Gene Autry-Smiley Burnette	(F)	12/15/39	b12/16/39
Thou Shalt Not Kill (D)	68	Charles Bickford-Doris Day	(F)	12/22/39	b12/16/39
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)		Elsie Janis-Wendy Barrie			a3/30/40
Young Buffalo Bill (W)		Roy Rogers-George Hayes			a3/16/40

20TH CENT.-FOX

1938-39

Boy Friend (D)	70	Jane Withers-Robert Kellard	(F)	5/19/39	b5/13/39
Charlie Chan in Reno (My)	68	Sidney Toler-Phyllis Brooks	(F)	6/16/39	b6/3/39
Chasing Danger (D)	68	Preston Foster-Lynn Bari	(F)	5/5/39	b1/14/39
Climbing High (GB) (C)	79	Matthews-Redgrave	(F)	4/28/39	b12/17/38
Danger Island (D)	65	Lorre-Hersholt-Duff	(F)	4/7/39	b3/18/39
Frontier Marshal (W)	72	Randolph Scott-Binnie Barnes	(F)	7/28/39	b8/5/39
Inspector Hornleigh (D)	70	Gordon Harker-Alastair Sim	(F)	4/21/39	b4/22/39
It Could Happen to You (C-D)	71	Stuart Erwin-Gloria Stuart	(F)	6/30/39	b6/17/39
Jones Family in Hollywood (C)	59	Jones Family	(F)	6/2/39	b5/27/39
Mr. Moto Takes Vacation (My)	65	Peter Lorre	(F)	7/14/39	b11/19/38
News Is Made At Night (C)	71	Preston Foster-Lynn Bari	(F)	7/21/39	b7/15/39
Return of the Cisco Kid (W)	70	Warner Baxter-Lynn Bari	(F)	4/28/39	b4/29/39
Rose of Washington Sq. (Mu.-D)	86	Power-Faye-Jolson	(F)	5/12/39	b5/6/39
Second Fiddle (Mu-C)	87	Sonja Henie-Tyrone Power	(F)	6/23/39	b7/1/39
Story of Alexander Graham Bell (D)	101	Loretta Young-Don Ameche	(F)	4/14/39	b4/1/39
Ware Case (GB) (D)	78	Clive Brook-Jane Baxter	(F)	7/21/39	b7/15/39
Winner Take All (C)	61	Gloria Stuart-Tony Martin	(F)	4/21/39	b2/25/39
Young Mr. Lincoln (D)	101	Henry Fonda-Marjorie Weaver	(F)	6/9/39	b6/3/39

1939-40

Adventures of Sherlock Holmes (My-D)	85	Basil Rathbone-Nigel Bruce	(F)	9/1/39	b8/26/39
Barricade (D)	71	Alice Faye-Warner Baxter	(F)	12/8/39	b12/2/39
Blue Bird (Tech.) (FA)	83	Shirley Temple-Nancy Kelly	(F)	3/22/40	b1/27/40
Charlie Chan at Treasure Island (My)	74	Sidney Toler-Sen Yung	(F)	9/8/39	b8/26/39
Charlie Chan's Murder Cruise (My)		Sidney Toler-Marjorie Weaver			a3/9/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Chicken Wagon Family (C)	63	Jane Withers-Leo Carrillo	(F)	8/11/39	b8/19/39
Cisco Kid and the Lady (D)	74	Cesar Romero-Marjorie Weaver	(F)	12/29/39	b12/2/39
City in Darkness (My)	85	Sidney Toler-Lynn Bari	(F)	12/1/39	b11/25/39
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Day-time Wife (C)	72	Tyrone Power-Linda Darnell	(A)	11/24/39	b11/18/39
Drums Along the Mohawk (D)	103	H. Fonda-C. Colbert (Tech.)	(F)	11/10/39	b10/21/39
Earthbound (D)		Warner Baxter-Andrea Leeds			a3/30/40
Elsa Maxwell's Hotel For Women (D)	88	Darnell-Ellison-Maxwell	(A)	8/4/39	b8/5/39
Escape, The (D)	62	Kane Richmond-Amanda Duff	(A)	10/6/39	b9/9/39
Everything Happens at Night (C-D)	78	Sonja Henie-Ray Milland	(F)	12/22/39	b12/16/39
Free, Blonde and 21 (D)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Gestapo (D)		Margaret Lockwood-Rex Harrison			In Prod.
Girl in 313		Florence Rice-Joan Valerie			In Prod.
Girl Must Live (C)	93	Margaret Lockwood-R. Houston	(A)		b5/27/39
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
Heaven With A Barbed Wire Fence (C-D)	62	Glenn Ford-Jean Rogers	(F)	11/3/39	b10/7/39
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
Here I Am, A Stranger (D)	83	Richard Greene-Brenda Joyce	(F)	9/29/39	b9/23/39
High School (C)	72	J. Withers-Stephens-Edwards	(F)	1/26/40	b1/6/40
Hollywood Cavalcade (D)	98	Alice Faye-Don Ameche (Tech.)	(F)	10/13/39	b10/7/39
Honeymoon's Over (C)	68	Marjorie Weaver-Stuart Erwin	(F)	12/15/39	b12/9/39

20TH CENT.-FOX 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Inspector Hornleigh on Holiday (My)	74	Gordon Harker-Alastair Sim	(F)	12/1/39	b2/3/40
I Was An Adventuress (D)		Zorina-Richard Greene			a1/27/40
Johnny Apollo (D)		Tyrone Power-Dorothy Lamour		4/19/40	a1/27/40
(Former title "Dance With the Devil")					
Lillian Russell (D)		Alice Faye-Don Ameche			a2/24/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Maryland (D) (Tech.)		B. Joyce-Payne-Brennan			a3/9/40
On Their Own (C)		Jones Family			a3/30/40
Pack Up Your Troubles (C)	70	Jane Withers-Ritz Brothers	(F)	10/20/39	b9/23/39
Quick Millions (C)	61	Jones Family	(F)	8/25/39	b8/12/39
Rain or Shine		Virginia Gilmore-Joan Davis			In Prod.
Rains Came (D)	103	Loy-Power-Brent	(A)	9/15/39	b9/9/39
Rogue of the Rio Grande (D)		Cesar Romero-Mary Hughes			In Prod.
Sailor's Lady (D)		Nancy Kelly-Jon Hall			a2/24/40
Shipyard Sally (Mu-D)		Gracie Fields	(F)	10/20/39	b7/29/39
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
Stanley and Livingstone (D)	100	S. Tracy-Greene-Kelly	(F)	8/18/39	b8/5/39
Star Dust (D)		Linda Darnell-John Payne		4/5/40	a2/10/40
Stop, Look and Love (C)	57	Jean Rogers-Robert Kellard	(F)	9/22/39	b9/2/39
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Too Busy to Work (C)	65	Jones Family-Chandler-Davis	(F)	11/17/39	b11/4/39
20,000 Men a Year (D)	84	Randolph Scott	(F)	10/27/39	b10/28/39
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40
Young People		Shirley Temple-Jack Oakie			In Prod.

UNITED ARTISTS

Captain Fury (D)	92	Aherne-McLaglen-Lang	(F)	5/26/39	b5/6/39
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Eternally Yours (C)	91	Loretta Young-David Niven	(F)	10/12/39	b10/7/39
Four Feathers (Tech.) (D)	109	Dupree-Smith-Richardson	(F)	8/4/39	b4/29/39
Great Dictator		Charles Chaplin-P. Goddard			In Prod.
House Across the Bay (D)	85	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Housekeeper's Daughter (C)	80	Joan Bennett-Adolphe Menjou	(F)	10/26/39	b9/16/39
Intermezzo—a Love Story (D)	70	Leslie Howard-Ingrid Bergman	(F)	9/22/39	b9/30/39
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Man in the Iron Mask (D)	110	Louis Hayward-Joan Bennett	(F)	8/11/39	b7/1/39
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)		John Hubbard-Carole Landis		4/5/40	a1/6/40
Our Town (D)		Fay Bainter-Frank Craven			a3/2/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Personal History (D)		Joel McCrea-Herbert Marshall			In Prod.
Raffles (D)	71	D. Niven-Olivia de Havilland	(F)	12/29/39	b12/23/39
Real Glory (D)	96	Gary Cooper-Andrea Leeds	(F)	9/29/39	b9/16/39
Rebecca (D)	127	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Saps at Sea (C)		Stan Laurel-Oliver Hardy		4/19/40	a12/23/39
(Former title, "Two's Company")					
Slightly Honorable (My-C)	85	O'Brien-Terry-Arnold	(A)	12/22/39	b1/13/40
South of Pago Pago		Jon Hall-Victor McLaglen			In Prod.
Thief of Bagdad		Sabu-Conrad Veidt (Tech.)			In Prod.
They Shall Have Music (Mu-D)	101	Jascha Heifetz-Andrea Leeds	(F)	8/18/39	b7/15/39
Turnabout		Carole Landis-Hubbard-Menjou		5/17/40	In Prod.
Westerner (D)		Gary Cooper-Walter Brennan			a12/30/39
Winter Carnival (C-D)	90	Ann Sheridan-Richard Carlson	(F)	7/28/39	b7/22/39
Wuthering Heights (D)	103	M. Oberon-L. Olivier	(A)	4/7/39	b4/1/39
Zenobia (C)	71	Oliver Hardy-Harry Langdon	(F)	4/21/39	b3/18/39

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Big Town Czar (D)	62	Barton MacLane-Eve Arden	(F)	4/21/39	b4/29/39
Code of the Streets (D)	70	Carey-Thomas-Little Tough Guys	(F)	4/14/39	b1/28/39
East Side of Heaven (C)	88	Bing Crosby-Joan Blondell	(F)	4/7/39	b4/8/39
Ex-Champ (D)	74	McLaglen-Grey-Brown	(F)	5/19/39	b5/20/39
First Love (D)	83	Deanna Durbin-Helen Parrish	(F)	11/10/39	b11/4/39
Forgotten Women (D)	65	Sigrid Gurie-Donald Briggs	(A)	7/7/39	b7/8/39
For Love Or Money (D)	67	June Lang-Robert Kent		5/5/39	a4/22/39
House of Fear (My-D)	66	Wm. Gargan-Irene Hervey	(A)	6/30/39	b6/17/39
Inside Information (D)	62	June Lang-Dick Foran	(F)	6/2/39	b6/17/39
I Stole a Million (D)	78	George Raft-Claire Trevor	(A)	7/21/39	b7/22/39
Sun Never Sets (D)	96	Fairbanks, Jr.-Barbara O'Neil	(F)	6/9/39	b6/3/39
They Asked For It (My-C)	61	Wm. Lundigan-Joy Hodges	(F)	5/26/39	b7/8/39
Unexpected Father (C-D)	73	Sandy-M. Auer-Shirley Ross	(F)	7/14/39	b7/22/39
When Tomorrow Comes (D)	90	Irene Dunne-Charles Boyer	(A)	8/11/39	b8/19/39

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Alias the Deacon (C)		Bob Burns		6/14/40	a2/17/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	12/24/39	b12/2/39
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	3/29/40	b3/9/40
Call a Messenger (C-D)	60	Tough Guys-Mary Carlisle	(F)	11/3/39	b9/23/39
Charlie McCarthy, Detective (My-C)	75	Bergen-McCarthy-Sneed	(F)	12/22/39	b12/23/39
Chip of the Flying U (W)	55	J. Mack Brown-Bob Baker	(F)	11/24/39	b1/27/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine		2/2/40	a10/21/39
(Former title, "Test Driver")					
Desperate Trails (W)	60	Brown-Baker-Knight	(F)	9/8/39	b9/2/39
Destry Rides Again (D)	93	Marlene Dietrich-James Stewart	(F)	12/29/39	b12/2/39
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)		Robt. Armstrong-Helen Vinson		4/19/40	a2/3/40
Framed (D)	60	Constance Moore-R. Armstrong		2/23/40	a11/18/39
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Hawaiian Nights (Mu-C)	64	Downs-Moore-Quillan	(F)	9/8/39	b8/19/39
Hero For a Day (C-D)	62	Charley Grapewin-Anita Louise	(F)	10/6/39	b9/16/39
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)		Peggy Moran-Johnny Downs		6/21/40	In Prod.
If I Had My Way (Mu-C)		Bing Crosby-Gloria Jean		4/26/40	a3/9/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)		Hugh Herbert		5/31/40	a3/16/40
Laugh It Off (C)	63	Johnny Downs-Constance Moore	(F)	12/1/39	b12/30/39
Legion of Lost Flyers (D)	63	Arlen-Devine-Nagel	(F)	11/3/39	b9/16/39
Little Accident (C)	65	Baby Sandy-Florence Rice	(F)	10/27/39	b11/4/39
Ma! He's Making Eyes At Me (C)	61	Tom Brown-Constance Moore		3/15/40	a2/24/40
Man From Montreal (D)	60	Richard Arlen-Andy Devine	(F)	12/8/39	b3/2/40
Mikado (Mu) (Tech.)	90	Kenny Baker	(F)	9/8/39	b5/20/39
Missing Evidence (D)	64	Preston Foster-Irene Hervey	(F)	12/15/39	b11/25/39
Mutiny On the Blackhawk (D)	67	Arlen-Moore-Devine	(F)	9/1/39	b8/5/39
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Oklahoma Frontier (W)	59	John Mack Brown-Bob Baker	(F)	10/20/39	b12/9/39
One Hour to Live (D)	60	Doris Nolan-Chas. Bickford	(A)	11/10/39	b9/23/39
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker		4/5/40	a9/30/39
(Former title, "Vigilante War")					
Rio (D)	75	Sigrid Gurie-Basil Rathbone	(A)	9/29/39	b9/30/39
Sandy Is a Lady (C)		Sandy-Mischa Auer-Nan Grey		5/17/40	a3/2/40
Ski Patrol		Luli Deste-Philip Dorn		5/3/40	In Prod.
Tower of London (H-D)	92	Basil Rathbone-Boris Karloff	(F)	11/17/39	b11/25/39
Tropic Fury (D)	65	Richard Arlen-Andy Devine	(F)	10/13/39	b9/9/39
Two Bright Boys (D)	70	J. Cooper-Freddie Bartholomew	(F)	9/15/39	b9/9/39
Under-Pup (C)	90	Rob't Cummings-Nan Grey	(F)	9/1/39	b8/26/39
West of Carson City (W)		J. M. Brown-Bob Baker		1/19/40	a9/16/39
(Former title, "Galloping Kid")					
Witness Vanishes (My)	60	Edmund Lowe-Wendy Barrie	(F)	9/22/39	b9/16/39
Zanzibar (D)	72	Lola Lane—James Craig	(F)	3/8/40	b3/30/40

WARNER BROS. 1938-39

Title	Mins.	Stars		Rel. Date	See Issue of
Angels Wash Their Faces (C-D)	86	Dead End Kids-Reagan-Sheridan	(F)	8/26/39	b9/9/39
Code of Secret Service (D)	58	Ronald Reagan-Rosella Towne	(F)	5/27/39	b5/20/39
Confessions of a Nazi Spy (D)	106	Edw. G. Robinson-Lya Lys	(F)	5/6/39	b4/29/39
Cowboy Quarterback (C)	56	Bert Wheeler-Marie Wilson	(F)	7/29/39	b8/12/39
Dark Victory (D)	100	B. Davis-G. Brent	(A)	4/22/39	b3/11/39
Daughters Courageous (D)	107	John Garfield-Priscilla Lane	(F)	7/22/39	b6/17/39
Dodge City (D) (Tech.)	104	Errol Flynn-Olivia de Havilland	(F)	4/8/39	b4/8/39
Each Dawn I Die (D)	92	Cagney-Raft-Bryan	(A)	8/19/39	b7/22/39
Everybody's Hobby (C)	55	Irene Rich-Henry O'Neill	(F)	8/26/39	b8/19/39
(Reviewed as "Hobby Family")					
Hell's Kitchen (D)	81	Lindsay-Dead End Kids	(F)	7/8/39	b7/8/39
Indianapolis Speedway (D)	82	Pat O'Brien-Ann Sheridan	(F)	8/5/39	b7/22/39
Juarez (H-D)	127	Paul Muni-Bette Davis	(F)	6/10/39	b4/29/39
Kid From Kokomo (C)	92	Pat O'Brien-Joan Blondell	(F)	6/24/39	b5/20/39
Man Who Dared (D)	59	Charles Grapewin-Jane Bryan	(F)	6/3/39	b4/8/39
(Reviewed as "I Am Not Afraid")					
Nancy Drew—Trouble Shooter (My)	69	Bonita Granville-F. Thomas	(F)	6/17/39	b9/30/39
Naughty, But Nice (C)	90	Dick Powell-Gale Page	(F)	7/1/39	b7/1/39
On Trial (D)	60	Margaret Lindsay-John Litel	(F)	4/1/39	b3/25/39
Sweepstakes Winner (C)	59	Marie Wilson-Johnny Davis	(F)	5/20/39	b7/29/39
Torchy Plays With Dynamite (D)	59	Jane Wyman-Tom Kennedy	(F)	8/12/39	b10/21/39
Torchy Runs for Mayor (D)	60	Farrell-MacLane	(F)	5/13/39	b4/1/39
Waterfront (D)	59	Dennis Morgan-Gloria Dickson	(F)	7/15/39	b7/22/39
Women in the Wind (D)	62	Kay Francis-Wm. Gargan	(F)	4/15/39	b2/4/39
You Can't Get Away With Murder (D)	78	Humphrey Bogart-Gale Page	(A)	4/29/39	b1/21/39

1939-40

All This and Heaven, Too		Bette Davis-Charles Boyer			In Prod.
Angel From Texas (D)		Albert-Wyman-Reagan		4/27/40	a3/9/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Orchid (C-D)		E. G. Robinson-Sothern-Bellamy			In Prod.
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(A)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dead End Kids on Dress Parade (D)	62	Litel-Dead End Kids	(F)	11/18/39	b11/4/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Dust Be My Destiny (D)	88	John Garfield-Priscilla Lane	(A)	9/16/39	b8/19/39
Espionage Agent (D)	83	Joel McCrea-Jeffrey Lynn	(F)	9/30/39	b9/30/39
Fighting 69th (D)	90	James Cagney-Priscilla Lane	(A)	1/27/40	b1/6/40
Flight 8 (D)		Ralph Bellamy-Dennis Morgan			a3/23/40
Four Wives (D)	99	Lane Sisters-G. Page-J. Lynn	(F)	12/25/39	b11/25/39
Fugitive From Justice (D)		Roger Pryor-Lucille Fairbanks			a12/2/39
Gambling on the High Seas	58	Wayne Morris-Jane Wyman	(F)	4/13/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
Invisible Stripes (D)	82	Raft-Holden-Robson	(A)	12/30/39	b12/23/39
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b2/24/40
Kid Nightingale (C)	58	John Payne	(F)	11/4/39	b9/23/39
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)		b2/24/40
Life of Knute Rockne		Pat O'Brien-Ronald Reagan			In Prod.
Mad Empress (D)	95	Modea Novara-L. Atwill	(A)	12/16/39	b4/29/39
(Reviewed as "Juarez and Maxmilian"—States Rights)					
Murder in the Air (D)	58	Ronald Reagan-Lya Lys	(F)		b2/24/40
Nancy Drew and Hidden Staircase (My)	60	Bonita Granville-Frankie Thomas	(F)	9/9/39	b8/26/39
No Place to Go (C-D)	57	Gloria Dickson-Dennis Morgan	(F)	9/23/39	b9/9/39
Old Maid (D)	95	Bette Davis-George Brent	(A)	9/2/39	b8/5/39
On Your Toes (Mu-C)	94	Vera Zorina-Eddie Albert	(F)	10/14/39	b10/14/39
Pride of the Blue Grass (D)	65	Edith Fellows-Jimmy McCallion	(F)	10/7/39	b11/11/39
Private Lives of Elizabeth & Essex (H-D) (Tech.)	106	Flynn-Bette Davis	(F)	11/11/39	b9/30/39
Private Detective (C-D)	57	Jane Wyman-Dick Foran	(F)	12/9/39	b12/9/39
Return of Dr. X (My-D)	62	Lys-Bogart-Morris-Lane	(A)	12/2/39	b11/18/39
Roaring Twenties (D)	106	Cagney-Lynn-Lane	(A)	10/28/39	b10/21/39
Saturday's Children (D)		Olivia de Havilland-Garfield			a1/13/40
Sea Hawk (D)		Flynn-Marshall-Crisp			a3/23/40
Smashing the Money Ring (D)	56	Ronald Reagan-Eddie Foy, Jr.	(F)	10/21/39	b10/28/39
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson			b3/23/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
Till We Meet Again (D)		Merle Oberon-George Brent		4/20/40	a1/27/40
(Former title, "We Shall Meet Again")					
Torrid Zone		Cagney-O'Brien-Sheridan			In Prod.
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40
We Are Not Alone (D)	112	Paul Muni-Jane Bryan	(A)	11/25/39	b11/11/39

STATES RIGHTS

Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Black Eyes (D)	72	Mary Maguire-Otto Kruger	(A)	Alliance	b9/9/39
Black Limelight (My)	63	Raymond Massey-Joan Marion	(A)	Alliance	b7/1/39
Buried Alive (D)	74	Beverly Roberts-Reb't Wilcox	(A)	Producers	b1/13/40
Challenge, The (D)	69	Trenker-Douglas	(F)	Film Alliance	b9/30/39
Daughter of the Tong (D)	56	Evelyn Brent-Grant Withers	(A)	Metrop.	b8/19/39
Dead Men Tell No Tales (My)	76	Emlyn Williams-Sara Seeger	(A)	Alliance	b7/29/39
Death Goes North (My-D)	64	Ed. Edwards-Sheila Bromley	(F)	Warwick	b7/29/39
Flaming Lead (W)	55	Ken Maynard	(F)	Colony	b7/1/39
Goose Step (D)	85	Roland Drew-Steffi Duna	(A)	Producers	b11/18/39
(Reviewed as "Hitler, Beast of Berlin")					
Housemaster (D)	83	Kruger-Holmes-Churchill	(F)	Alliance	b2/12/38
In Old Montana (W)	63	Fred Scott-Jean Carmen	(F)	Spectrum	b4/1/39
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Keep Punching (D)	81	Henry Armstrong-Mae Johnson	(F)	M-C Pics	b12/9/39
Mercy Plane (D)		James Dunn-Frances Gifford		Produoers	a12/2/39
Mill on the Floss (D)	80	Geraldine Fitzgerald-F. Lawton	(F)	Standard	b11/18/39
Murder Is News (My-D)	55	John Gallaudet-Iris Meredith	(A)	Warwick	b6/24/39
North Sea Patrol (D)	61	Toone-Kelly	(F)	Alliance	b12/30/39
One Night in Paris (My-D)	74	Lodge-Kelly-Williams	(F)	Alliance	b8/5/39
Outsider (D)	91	Geo. Sanders-Mary Maguire	(F)	Alliance	b3/23/40
Pocomania (D)	65	Nina Mae McKinney-Jack Carter	(F)	Lenwal	b12/9/39
Rangle River (W)	72	Victor Jory-Margaret Dare	(F)	Hoffberg	b5/13/38
Royal Divorce (Cos-D)	84	Chatterton-P. Blanchar	(F)	Select	b8/5/39
Second Bureau (D)	65	Marta Labarr-Charles Oliver	(A)	Film Alliance	b7/8/39
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Spies of the Air (My-D)	78	Barry Barnes-Roger Livesy	(A)	Alliance	b8/12/39
Torpedoed! (D)	70	H. B. Warner-Beery-Cromwell	(F)	Film Alliance	b9/23/39
Torture Ship (D)	57	Irving Pichel-Jacqueline Wells	(A)	Producers	b11/25/39
Typhoon Treasure (D)	68	Campbell Copelin-Gwen Munro	(A)	Ace Pics	b7/1/39

FOREIGN LANGUAGE

Double Crime in the Maginot Line (D)	83	Victor Francen	(A)	Tower	b4/15/39
Escape From Yesterday (D)	89	Annabella-Jean Gabin	(A)	Hoffberg	b5/6/39
Harvest (D)	75	Gabriel Gabrio-Edouard Delmont	(A)	Cinema	b11/25/39
Human Beast (D)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Louise (Opera)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

Shorts Booking Guide

COLUMBIA 1938-39

	Comment	Running Time	Reviewed Issue Of
ALL STAR COMEDIES (18)			
Boom Goes the Groom		17½	Not Rev.
Chump Takes a Bump		16½	Not Rev.
Home On the Rage	Pretty Good	17	12/17/38
Many Sappy Returns	Funny	18	8/27/38
Mooching Through Georgia	Good Slapstick	19	9/ 9/39
Mutiny On the Body		17½	Not Rev.
Nag in the Bag	Funny	17	12/17/38
Nightshirt Bandit	Funny	17	12/24/38
Not Guilty Enough	Funny	17	10/29/38
Now It Can Be Sold	Funny	17	4/ 8/39
Pest From the West	Keaton Humor	18	6/24/39
Pie a la Maid		18	Not Rev.
Rattling Romeo		17	Not Rev.
Sap Takes a Wrap	Funny	15½	3/18/39
Star Is Shorn		17½	Not Rev.
Swing You Swingers	Very Funny	18½	4/22/39
Sue My Lawyer	Fairly Good	17	10/ 1/38
Trouble Finds Andy Clyde	Fair Slapstick	18	10/ 7/39
COLOR RHAPSODIES (16) (Tech.)			
Animal Cracker Circus	Good	7	10/ 1/38
Gorilla Hunt		8	Not Rev.
Happy Tots	Fair	7	4/22/39
Hollywood Graduation	Clever	7	9/10/38
Hollywood Sweepstakes		8	Not Rev.
House That Jack Built	Very Amusing	7	5/13/39
Kangaroo Kid		7½	Not Rev.
Little Moth's Big Flame	Clever	8	12/17/38
Lucky Pigs	Good	7	7/ 1/39
Midnight Frolics		7	Not Rev.
Nell's Yells		7	Not Rev.
Peaceful Neighbors	Well Done	8½	2/11/39
COLUMBIA TOURS (6)			
Bermuda—Islands of Paradise	Colorful	10½	9/11/37
Big Town Commuters		9	Not Rev.
In Morocco	Interesting	10	9/16/39
Man Made Island	Interesting	9½	6/17/39
Province of Quebec	Good	11	12/17/38
Sojourn In India		10	Not Rev.
COMMUNITY SINGS (12)			
College Songs	Lively	10	10/ 1/38
Friendship Songs	Satisfactory	10	2/ 4/39
Moonlight Melodies		10½	Not Rev.
Parade of Hits		9½	Not Rev
Romantic Tunes	Excellent	10	6/17/39
Season's Idea		11	Not Rev.
Songs of the West		10	Not Rev.
South Sea Songs	Good	10	10/29/38
Strauss Waltzes	Different	10	4/29/39
Sweetheart Melodies		10½	Not Rev.
GREAT MOMENTS OF HISTORY (6)			
KRAZY KAT (8)			
Golf Chumps		7	Not Rev.
Gym Jams	Good	6½	9/10/38
Hot Dogs On Ice		6	Not Rev.
Krazy's Bear Tale	Fair	7½	3/18/39
Krazy's Shoe Shop		7	Not Rev.
Lone Mountie		7	Not Rev.
MUSIC HALL VANITIES (6)			
Montmartre Madness	Entertaining	10	5/27/39
Night in a Music Hall	Entertaining	10½	2/ 4/39
Night at the Troc		10½	Not Rev.
Yankee Doodle Home	Good	10	6/ 3/39
PICTUREGRAPHS (6)			
SCRAPPY (8)			
Early Bird	Good	6½	10/ 1/38
Happy Birthday	For the Kiddies	6	2/ 4/39
Scrappy's Added Attraction		6½	Not Rev.
Scrappy's Rodeo		7	Not Rev.
Scrappy's Side Show		7	Not Rev.
Worm's Eye View	Just Filler	7	5/13/39
SCREEN SNAPSHOTS (13)			
No. 1 (Series 18)		10	Not Rev.
No. 2		10	Not Rev.
No. 3		10	Not Rev.
No. 4	Enjoyable	10	2/ 4/39
No. 5		9	Not Rev.
No. 6	Excellent	10½	3/18/39
No. 7		10	Not Rev.
No. 8	Good	9½	4/29/39
No. 9	Interesting	10	5/13/39
No. 10	For Rabid Fans	10	6/17/39
SPORT THRILLS (13)			
Big Fish	Satisfactory	10	9/ 9/39
Diving Rhythm	Excellent	10	5/13/39
Football Giants	Interesting	10	10/ 1/38
Jockeys Up	Excellent	9½	6/17/39
King Vulture	Outstanding	11	1/ 7/39
Navy Champions	Fair	9½	4/29/39
Odd Sports		10½	Not Rev.
Ski Rhythm	Excellent	10	12/17/38
Technique of Tennis	Excellent	10	6/17/39
There Goes Rusty		10½	Not Rev.
STOOGE COMEDIES (8)			
A Ducking They Did Go	Good Slapstick	16½	4/22/39
Flat Foot Stooges	Good Slapstick	15½	2/ 4/39
Mutts to You	Okay Slapstick	18	12/17/38
Saved by the Bell		17	Not Rev.
Three Little Sew and Sews		16	Not Rev.
Violent Is the Word For Curley	Fair Slapstick	18	9/10/38
We Want Our Mummy		17	Not Rev.
Yes, We Have No Bonanzas		16	Not Rev.

COLUMBIA 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
Inside the Capitol	Good	11	6/10/39
Inside the White House	Fair	11	2/11/39
Library of Congress	Informative	10	8/26/39
Washington	Very Good	10	12/17/38

1939-40

ALL STAR COMEDIES (18)			
All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	More Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
Mr. Clyde Goes to Broadway		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
Static In the Attic	Funny	20	9/ 2/39
Teacher's Pest	Fairly Funny	18	8/12/39
CINESCOPES (6)			
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40
COLUMBIA TOURS (6)			
Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Unveiling Algeria		10	Not Rev.
COLOR RHAPSODIES (16) Tech.			
Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Greyhound and the Rabbit		7	Not Rev.
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose in Swing-time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
COMMUNITY SINGS (10)			
College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
FABLES CARTOONS (6)			
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Practise Makes Perfect		6	Not Rev.
FOOLS WHO MADE HISTORY (6)			
Story of Charles Good-Year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39
HAPPY HOUR			
Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39
MOMENTS OF COMEDY (6)			
PALS AND PETS (6)			
PHANTASIES CARTOONS (10)			
Charm Bracelet		6½	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
SCREEN SNAPSHOTS (12)			
No. 1 Art of Make-Up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Inside the F.B.I.		11	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Skiing Technique		10	Not Rev.

MGM 1938-39

	Comment	Running Time	Reviewed Issue Of
CARTOONS (15)			
Art Gallery (Tech.)	Excellent	8	5/27/39
Bear That Couldn't Sleep	Clever	9	7/15/39
Blue Danube	Beautiful	9	12/30/39
Bookworm (Tech.)	Good	9	9/16/39
Goldilocks and the Three Bears	Good	8	7/29/39
Jitterbug Follies	Fair	9	3/25/39
Little Goldfish (Tech.)	Amusing	8	4/22/39
Mama's New Hat	Poor	7	3/18/39
One Mother's Family	Very Funny	9	10/28/39
Seal Skinners	Poor	7	4/15/39
Wanted No Master		8	Not Rev.
CRIME DOESN'T PAY (6)			
Drunk Driving	Fine	21	10/28/39
Help Wanted	Excellent	21	7/22/39
Money to Loan	Excellent	20	4/ 1/39
Think First	One of the Best	20	10/ 7/39
While America Sleeps	Timely	21	4/22/39
Wrong Way Out	Excellent	17	1/ 7/39
MINIATURES (10)			
City of Little Men	Splendid	11	9/ 3/38
Great Heart	Impressive	11	1/28/39
Greener Hills	Good	11	7/ 8/39
Hollywood Hobbies	Good	10	7/ 8/39
Ice Antics	Entertaining	10	2/25/39
Love On Tap		11	Not Rev.
Miracle of Salt Lake	Satisfactory	10	12/10/38
Prophet Without Honor	Excellent	11	6/17/39
Streamlined Swing	Entertaining	9	10/15/38
They Live Again	Excellent	10	11/12/38
MUSICALS (6)			
Dream of Love	Impressive	17	2/25/39
Happily Buried	Fair	21	5/27/39
Men of Steel	Okay	21	1/ 7/39
Once Over Lightly	Darn Clever	20	1/28/39
Somewhat Secret	Entertaining	21	4/22/39
OUR GANG (12)			
Aladdin's Lantern	Funny	11	10/15/38
Alfalfa's Aunt	Humorous	11	1/28/39
Auto Antics	Amusing	10	9/ 9/39
Clown Princes	Funny	10	5/ 6/39
Cousin Wilbur	Fairly Amusing	10	6/17/39
Dog Daze	Good	11	7/29/39
Duel Personalities	Amusing	10	3/25/39
Football Romeo	Good Gang	10	12/17/38
Joy Scouts	Fair	10	7/29/39
Men in Fright	Enjoyable	11	11/12/38
Practical Jokers	Satisfactory	9	1/ 7/39
Tiny Troubles	Fair	10	3/25/39
PASSING PARADE (10)			
Angel of Mercy	Impressive	10	6/24/39
Giant of Norway	Excellent	11	7/29/39
New Roadways	Very Good	10	2/25/39
No. 1	Very Good	10	11/12/38
One Against the World	Exceptional	10	9/ 2/39
Story of Alfred Nobel	Excellent	11	2/25/39
Story of Dr. Jenner	Excellent	10	4/22/39
Story That Couldn't Be Printed	Inspiring	10	8/ 5/39
Unseen Guardians	Excellent	11	10/ 7/39
Yankee Doodle Goes to Town	Outstanding	10	6/24/39
PETE SMITH SPECIALTIES (13)			
Culinary Carving	Fair	9	8/ 5/39
Double Diving	Excellent	8	1/28/39
Football Thrills of 1938	For Grid Fans Only	10	9/16/39
Heroes At Leisure	Exciting	8	2/25/39
Hot On Ice	Good	10	11/12/38
Man's Greatest Friend	Excellent	10	12/17/38
Marine Circus (Tech.)	Excellent	9	4/22/39
Penny's Picnic (Tech.)	Appetizing	10	1/ 7/39
Poetry of Nature	Novel	8	7/15/39
Radio Hams	Very Good	10	6/24/39
Set 'Em Up	Very Good	10	10/28/39
Take a Cue	Excellent	10	8/19/39
Weather Wizards	Very Good	9	4/22/39
ROBERT BENCHLEY (8)			
An Hour For Lunch	Good Satire	9	3/25/39
Dark Magic	Very Funny	9	5/27/39
Home Early	Funny	9	6/24/39
How to Eat	Excellent	10	7/ 8/39
How to Sublet	Amusing	8	1/28/39
How to Watch Football	Funny	9	11/12/38
Mental Poise	Fair	7	1/ 7/39
Opening Day	Subtle Stuff	9	12/10/38
TRAVELTALKS (12) (Tech.)			
Ancient Egypt	Fascinating	8	2/25/39
Cairo, City of Contrast	Fascinating	9	10/15/38
Colorful Curacao	Very Good	8	7/29/39
Glimpses of Australia	Good	9	6/ 3/39
Imperial Delhi	Average	8	3/25/39
Jaipur, the Pink City	Good	8	12/10/38
Java Journeys		8	Not Rev.
Madeira, Isle of Romance	Enchanting	8	11/19/38
Picturesque Udaipur	Interesting	8	7/15/39
Rural Hungary	Good	9	6/17/39
Singapore and Jahore	Interesting	9	1/28/39
Sydney—Pride of Australia	Good	9	1/ 7/39

MGM 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Fishing Bear	Clever	9	2/ 3/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
CRIME DOESN'T PAY (5)			
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
METROSCOPIX (1)			
CAREY WILSON MINIATURES (9)			
Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Where Turf Meets Surf	Fair	10	2/ 3/40
OUR GANG (8)			
Alfalfa's Double	Chucklesome	11	2/ 3/40
Big Premiere	Poor	10	3/30/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
Time Out for Lessons	Fair	11	12/23/39
JOHN NESBITT PASSING PARADE (8)			
Forgotten Victory	Interesting	9	12/30/39
PETE SMITH SPECIALTIES (13)			
Domineering Male	Excellent	10	3/30/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Stuffie	Swell	11	3/ 9/40
What Your I.Q.?	Good	7½	3/ 9/40
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies	A Home	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECT			
Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Valiant Venezuela	Standard	9	12/23/39

PARAMOUNT 1938-39

	Comment	Running Time	Reviewed Issue Of
BETTY BOOP CARTOONS (12)			
Buzzy Boop at the Concert	Poor	7	9/24/38
Musical Mountaineers	Amusing	7	6/ 3/39
My Friend the Monkey	Poor	7	2/11/39
On With the New	Okay	7	12/17/38
Pudgy in Thrills and Chills	Fair	7	1/21/39
Pudgy the Watchman	Fair	7	8/13/38
Rhythm on the Reservation	Fair	7	8/ 5/39
Sally Swing	Poor	7	10/15/38
Scared Crows	Average	7	7/ 1/39
So Does An Automobile	Good	7	4/ 1/39
Yip Yip Yippy	Good	7	7/29/39
COLOR CLASSICS (6) (Tech.)			
All's Fair at the Fair	Good	7	8/27/38
Always Kickin'	Fair	7	2/11/39
Barnyard Brat	Cute	7	7/29/39
Playful Polar Bears	Cute	7	11/12/38
Small Fry	Okay	7	4/29/39
COLOR CRUISES (7)			
Colombia	Fair	10	7/29/39
Costa Rica	Fair	10	11/26/38
Guatemala	Excellent	10	8/27/38
Land of Inca Memories	Fair	10	1/21/39
Jamaica	Fair	10	7/15/39
Mexico	Poor	10	9/24/38
Republic of Panama	Interesting	9	4/ 8/39
HEADLINERS (15)			
Busse Rhythm	Standard	10½	10/15/38
Champagne Music of Lawrence Welk	Snappy	10	3/ 4/39
Hal Kemp & Orch.	Okay	9	11/26/38
Lights! Action! Lucas!	Excellent	10	8/27/38
Moments of Charm	Splendid	10	7/16/38
Music Through the years	Lacks Movement	11	2/11/39
Orrin Tucker & Orch.	Snappy	10	11/12/38
Paramount Presents Hoagy Carmichael	Tuneful	10	5/27/39
Song Is Born	Unusual	10	12/17/38
Sweet Moments	Sweet They Are	10	8/26/39
Tempo of Tomorrow	Good	10	7/ 1/39
Three Kings and a Queen	Good Music	10	4/ 1/39

PARAMOUNT 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (13)			
Breaking the News	Excellent	10	8/26/39
Circus Co-Ed	Very Good	10	3/ 4/39
Farewell Vienna	For Music Lovers	10	7/22/39
Fisherman's Pluck	Swell Sport Short	10	4/ 1/39
Mildewed Melodramas	Very Funny	11	9/24/38
Oh Say, Can You Ski?	Commercial	10	12/17/38
Raising Canines	Interesting	10	10/15/38
Rube Goldberg's Travelgab	Very Funny	8½	10/15/38
Swans		10	Not Rev.
Tannhauser	Classic	12	8/13/38
That's Africa	Unusual	10	3/ 4/39
Unfinished Symphony	Classic	10	11/26/38
PICTORIALS (12) Part Tech.			
No. 1	Standard	10	8/13/38
No. 2	Good	10	8/27/38
No. 3	Slow	10	9/24/38
No. 4	Fair	10	11/19/38
No. 5	Fair	9	12/ 3/38
No. 6	Interesting	6	1/21/39
No. 7	Very Good	9	2/11/39
No. 8	Interesting	10	3/ 4/39
No. 9	Fair	10	5/ 6/39
No. 10	Good	11	6/10/39
No. 11	Interesting	10	7/ 1/39
No. 12	Very Good	10	7/29/39
POPEYE (12)			
Bulldozing the Bull	Very Good	7	8/27/38
Cops is Always Right	Average	7	1/21/39
Customers Wanted	Almost a Reissue	7	2/18/39
Date to Skate	Good	7	12/10/38
Ghosks is the Bunk	Good	7	7/22/39
Goonland	Funny	7	11/19/38
Hello, How Am I?	Funny	7	7/29/39
It's the Natural Thing to Do	Satisfactory	7	8/19/39
Leave Well Enough Alone	Fair	7	4/29/39
Mutiny Ain't Nice	Swell	7	9/24/38
Wotta Nitemare	Swell	7	7/ 8/39
POPULAR SCIENCE (6)			
No. 1	Fair	10	9/24/38
No. 2	Interesting	11	11/19/38
No. 3		10	Not Rev.
No. 4	Diversified	10	4/ 1/39
No. 5	Good	11	6/ 3/39
No. 6	Good	11	8/ 5/39
SPECIAL (1) (Tech.)			
Aladdin and His Wonderful Lamp	Swell	22	4/29/39
SPORTLIGHTS (13)			
Champion Airhoppers	Excellent	10	10/15/38
Diamond Dust	Very Good	10	5/27/39
Death Valley Thrills	Excellent	10	7/ 1/39
Frolicking Frogs	Good	10	12/ 3/38
Good Skates	Very Good	10	4/29/39
Hold Your Breath	Excellent	10	2/11/39
Hunting Thrills	Good	10	8/27/38
Racing Pigeons	Interesting	10	9/24/38
Sporting Irish	Swell Entertainment	10	3/ 4/39
Sporting Test	Excellent	10	8/13/38
Super Athletes	Swell	10	11/12/38
Two Boys and a Dog	Different	10	12/17/38
Watch Your Step	Unique	10	7/22/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Interesting	10	8/13/38
No. 2	Very Good	11	10/15/38
No. 3	All Right	11	12/17/38
No. 4	Good	10	1/21/39
No. 5	Interesting	11	4/29/39
No. 6	Interesting	10	7/22/39

1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetable Mystery	Clever	7	10/21/39
Kick In Time		7	Not Rev.
Little Lambkin	Good	7	2/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Peru	Average	10	10/21/39
Rio de Janeiro		10	Not Rev.
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey and His Orchestra	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito and His Orchestra	Good	11	11/11/39
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Females Is Fickle	Good	7	3/23/40
Me Feelin's Is Hurt		7	Not Rev.
Never Sock a Baby	Good	6	11/18/39
Onion Pacific		7	Not Rev.
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest		7	Not Rev.
Wimmin Is a Myskery		7	Not Rev.

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interesting	10	2/24/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak		10	Not Rev.
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player		7	Not Rev.
Granite Hotel		7	Not Rev.
Ugly Dino		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4		10	Not Rev.

RKO-RADIO 1938-39

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Autograph Hound	Just Grand	8	9/ 9/39
Beach Picnic	A Scream	8	5/27/39
Brave Little Tailor	Great	9	9/ 3/38
Donald's Cousin Gus	Excellent	7	5/20/39
Donald's Golf Game		8	Not Rev.
Donald's Lucky Day	A Scream	8	10/22/38
Donald's Penguin	Swell	8	5/20/39
Farmyard Symphony	A Real Treat	8	10/22/38
Ferdinand the Bull	Excellent	8	10/29/38
Goofy and Wilbur	Extremely Funny	8	10/22/38
Hockey Champ	A Howl	8	5/20/39
Merbables (SS)	Good	8	3/25/39
Mother Goose Goes Hollywood	Outstanding	7½	10/22/38
Pointer	Very Funny	8	5/20/39
Practical Pig	Great	8½	10/22/38
Sea Scouts	Excellent	8	7/22/39
Society Dog Show		8	Not Rev.
Ugly Duckling (SS)	Wonderful	9	10/22/38
EDGAR KENNEDY (6)			
Baby Daze		15	Not Rev.
Beaux and Errors	Good	18	10/ 1/38
Clean Sweep		17	Not Rev.
Clock Wise	Funny	16	4/ 8/39
Feathered Pests		16	Not Rev.
Maid to Order		18	Not Rev.
HEADLINERS (4)			
Romancing Along		21	Not Rev.
Sales Slips		17	Not Rev.
Sea Melody	Very Good	10	10/ 8/38
Swing Vacation		19	Not Rev.
LEON ERROL (6)			
Crime Rave		18	Not Rev.
Home Boner		20	Not Rev.
Major Difficulties	Excellent	19	10/29/38
Moving Vanities	Laugh Getter	17	5/ 6/39
Ring Madness		19	Not Rev.
Stage Fright	Very Funny	18	9/ 3/38
NU-ATLAS MUSICALS (13)			
Arcade Varieties	Fair	11	5/ 6/39
Cafe Rendezvous		10	Not Rev.
Hello Mama	Fair	9	4/ 8/39
Readin', Writin' and Rhythm		10	Not Rev.
Samovar Serenade		10	Not Rev.
Styles and Smiles	Good	11	10/ 1/38
Talent Auction	Fair	10	10/29/38
Tropical Topics		10	Not Rev.
Under a Gypsy Moon	Just Filler	10	9/ 3/38
Venetian Moonlight		11	Not Rev.
QUINTUPLETS (1)			
Five Times Five	Delightful	19	7.29.39
RADIO FLASH (4)			
Dog Gone	Poor	16	5/ 6/39
Hectic Honeymoon	Funny	17	10/29/38
Marriage-Go-Round		18	Not Rev.
Plumb Crazy		16	Not Rev.
RAY WHITLEY (4)			
Prairie Papas		18	Not Rev.
Ranch House Romeo	Diverting	17	4/ 8/39
Sagebrush Serenade		19	Not Rev.
Western Welcome	Entertaining	20	5/14/38
REELISMS (9)			
Air Waves	Outstanding	10	3/18/39
Dude Ranch	Exceptional	10	11/ 5/38
Gold		10	Not Rev.
Newsreel	Unusual	10	12/10/38
Pack Trip	Excellent	9	8/26/39
Pilot Boat	Interesting	8	2/ 4/39
Soldiers of the Sea	Interesting	10	4/22/39
Swinguet	Satisfactory	9	7/22/39
Submarine Circus	Unusual	10	10/ 1/38
Television	Very Interesting	9	5/ 6/39
Trans America	Fair	10	10/22/38
World of Tomorrow	Fair Preview	10	7/15/39
Zeo	Very Good	9	9/ 9/39
SHEILA BARRETT (4)			

RKO-RADIO 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTSCOPES (13)			
Big Leaguers	Good	10	4/22/39
Bird Dogs	Excellent	10	11/ 5/38
Blue Grass	Excellent	10	12/10/38
Bow String	Excellent	8	2/ 4/39
Deep End	Excellent	10	10/ 1/38
Devil Drivers	Fast Moving	9	7/22/39
Fisherman's Paradise	Fascinating	10	9/ 3/38
Kennel Kings	Doggone Good	10	8/ 5/39
On the Wing	Remarkable	10	2/ 4/39
Riding the Crest	Refreshing	9	7/22/39
Smooth Approach	Very Good	9	5/ 6/39
Snow Falls	Thrills and Spills	9	3/18/39
Sporting Wings	Very Good	9	4/ 8/39

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DISNEY CARTOONS (18) (Tech.)			
Donald's Dog Laundry		8	Not Rev.
Officer Duck	A Scream	8	9/16/39
Riveter		7	Not Rev.
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Slightly at Sea		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
LEON ERROL (6)			
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Uncle Sam, Farmer	Interesting	18	10/28/39
Newsfronts of War—1940	Fair	19	11/25/39
Crisis in the Pacific	Excellent	17	12/23/39
Republic of Finland	Very Timely	18	1/20/40
Vatican at Pius XII	Box Office	18	2/17/40
Canada at War	Interesting	18	3/ 9/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Corralling a School Marm		20	Not Rev.
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
American Royal	Excellent	9	11/18/39
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Vacation Diary	Exhilarating	10	2/17/40
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapolse	Swell	9	2/10/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Ice Cutters	Good	9	11/ 4/39
Sky Game	Excellent	9	12/23/39
Winter Playground	Splendid	9	12/ 9/39

20th CENTURY-FOX 1938-39

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Athletic Oddities		9	Not Rev.
Daily Diet of Danger	Fast Action	9	11/19/38
Filming Big Thrills		9½	Not Rev.
Recording Modern Science	Very Good	10	8/20/38
Sand Hogs	Interesting	10	6/24/39
FASHION FORECASTS (4) (Tech.)			
Autumn Fashions	Eye Filling	10	10/15/38
Midsummer Styles	For the Women	10	7/22/39
Spring and Summer Fashions	Excellent	9	4/15/39
Winter Styles	Very Good	10	12/24/38
LEW LEHR'S KINDERGARTEN (6)			
Muscle Maulers	Very Funny	10	4/29/39
What Every Boy Should Know		10	Not Rev.
What Every Girl Should Know	Problematical	10	10/15/38
What Every Inventor Should Know		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Golden California	Good But Old	10	8/20/38
Good Neighbors	Good Stuff	11	6/24/39
Isle of Pleasure	Above Average	11	10/15/38
Land of Contentment		10½	Not Rev.
Mystic Slam	Fair	10	4/29/39
Tempest Over Tunis	Timely	10	7/ 8/39
Viking Trails	Very Good	11	12/24/38

20th-FOX 1938-39 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTS PREVIEWS (6)			
Hunting Dogs	Fascinating	10	4/ 1/39
Inside Baseball	For Baseball Fans	10	6/ 3/39
Shooting For Par		10	Not Rev.
Sports Immortals	Very Good	10	7/ 1/39
Timber Toppers	Excellent	10	11/26/38
Youth In the Saddle		10	Not Rev.
TERRYTOONS (26) SIX IN TECH.			
Africa Squawks		6½	Not Rev.
Barnyard Baseball		6½	Not Rev.
Barnyard Egg-citement (Tech.)	Excellent	7	4/29/39
Bully Romance	Just Filler	7	6/17/39
Chris Columbo	Good	7	8/20/39
Cuckoo Bird		6½	Not Rev.
Doomsday (Tech.)		6½	Not Rev.
Frame Up		6½	Not Rev.
Frozen Feet		6½	Not Rev.
G-Man Jitters		6½	Not Rev.
Glass Slipper (Tech.)	Good	6½	10/15/38
Goose Flies High		6½	Not Rev.
Housewife Herman (Tech.)		6½	Not Rev.
New Comer	Satisfactory	6½	10/15/38
Nick's Coffee Pot	Satisfactory	7	7/ 1/39
Nutty Network		6½	Not Rev.
Old Fire Horse		6½	Not Rev.
One Gun Gary in the Nick of Time		6½	Not Rev.
Jwl and the Pussycat		6½	Not Rev.
Prize Guest		6½	Not Rev.
Stranger Rides Again		6½	Not Rev.
String Bean Jack		6½	Not Rev.
Their Last Bean	Very Good	6½	5/ 6/39
Three Bears		6½	Not Rev.
Village Blacksmith		6½	Not Rev.
Wolf's Side of the Story		6½	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Flying Stewardess		10	Not Rev.
Sky Fighters	Excellent	10	12/ 9/39
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following The Hounds	Outstanding	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	Coming
Catnip Capers		7	Not Rev.
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Much Ado About Nothing	Good	7	Coming
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Sheep in the Meadow	Satisfactory	7	10/14/39
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Fer		7	Not Rev.

UNITED ARTISTS 1938-39

WORLD WINDOWS (12) (Tech.)			
Arabian Bazaar	Interesting	8	12/24/38
Eternal Fire	Interesting	11	10/ 8/38
Fox Hunt in the Roman Campagna	Good	10	10/15/38
Indian Road		10	Not Rev.
Indian Temple		10	Not Rev.
Jerusalem	Outstanding	10	10/ 8/38
Jungle, The		10	Not Rev.
Maharajah		10	Not Rev.
Metra, the Lost City	Excellent	8	12/24/38
River Thames	Beautiful	10	4/ 8/39
Roman Symphony	Brilliant	10	10/ 8/38
Wanderers of the Desert	Interesting	8	12/31/38

UNIVERSAL 1938-39

	Comment	Running Time	Reviewed Issue Of
GOING PLACES (13)			
No. 53	Good	9	9/24/38
No. 54	Good	10	11/12/38
No. 55	Excellent	10	11/12/38
No. 56	Fairly Good	10	11/26/38
No. 57	Very Good	9	12/10/38
No. 58		9	Not Rev.
No. 59	Fair	10	2/25/39
No. 60	Interesting	9	2/25/39
No. 61	Interesting	10	4/ 8/39
No. 62		10	Not Rev.
No. 63	Fascinating	10	6/ 3/39
No. 64	Interesting	9	7/15/39
No. 65	Good	9	7/15/39
MENTONE MUSICALS (13)			
Bank Notes	Lively	19	2/25/39
Beauty Shoppe	Just Filler	20	8/20/38
Cafe Boheme	Passable	17	4/ 1/39
Gals and Gallons	Lively	19	6/ 3/39
Music and Models	Entertaining	18	12/ 3/38
Nautical Knights		19	Not Rev.
Patio Serenade	Diverting	18	11/19/38
Pharmacy Frolics		19	Not Rev.
Rhythm Cafe	Good Diversion	20½	8/20/38
Side Show Fakir	Fairly Good	20	9/24/38
Swing Sanatorium		19	Not Rev.
Wild and Bully	Diverting	19	2/11/39
With Best Dishes	Entertaining	19	5/27/39
STRANGER THAN FICTION (13)			
No. 53	Interesting	9	9/24/38
No. 54	Fair	9	9/24/38
No. 55	Okay	9½	10/15/38
No. 56	Very Good	9	12/ 3/38
No. 57	Interesting	9	12/10/38
No. 58		9	Not Rev.
No. 59	Interesting	9	2/25/39
No. 60	Very Good	9	3/ 4/39
No. 61	Just Fair	9	4/ 1/39
No. 62		10	Not Rev.
No. 63	Very Good	9	6/ 3/39
No. 64	Average	10	8/19/39
No. 65	Excellent	9½	7/15/39
WALTER LANTZ CARTUNES (26)			
Arabs With Dirty Fezzes	Fair	7	8/12/39
Baby Kittens	Cute	8	11/26/38
Bird On Nellie's Hat	Good Satire	7	7/15/39
Birth of a Toothpick		7	Not Rev.
Bola Mola Land	Good Satire	6	5/27/39
Cat and Bell	Okay	7	9/24/38
Charlie Cuckoo		7	Not Rev.
Crack Pot Cruise		7	Not Rev.
Disobedient Mouse	Good	8	11/26/38
I'm Just a Jitterbug		7	Not Rev.
Little Blue Blackbird	Average	7	12/17/38
Little Tough Mice	Good	7	4/ 8/39
Magic Beans	Good	7	3/ 4/39
Nellie at the Circus		7	Not Rev.
One Armed Bandit	Enjoyable	7	4/ 1/39
Rabbit Hunt	Amusing	7	11/19/38
Sailor Mouse	Okay	7	11/12/38
Silly Superstition	Poor	7	9/ 9/39
Slap Happy Valley	Has Laughs	7	9/ 2/39
Snuffy's Party	Average	7	9/30/39
Soup to Muts		7	Not Rev.
Stubborn Mule	Fair	7	8/12/39

1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	Coming
GOING PLACES (15)			
No. 66		10	Not Rev.
No. 67	Very Good	9	10/21/39
No. 68	Excellent	9	10/21/39
No. 69	Interesting	9	12/23/39
No. 70	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	Coming
No. 73	Excellent	9	3/30/40
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
International Revels	Okay Filler	18	Coming
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/38
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	Coming
No. 73	Interesting	9	Coming

VITAPHONE-WARNER 1938-39

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (22)			
Boarder Trouble		17	Not Rev.
Broadway Buckaroo	Okay	20	6/17/39
Cleaning Up		17	Not Rev.
Fat Chance		17	Not Rev.
Hats and Dogs		20	Not Rev.
Home Cheap Home		20	Not Rev.
Knight Is Young		20	Not Rev.
Murder With Reservations		21	Not Rev.
Projection Room		20	Not Rev.
Rollin' in Rhythm		20	Not Rev.
Seeing Red	Entertaining	20	8/12/39
Small Town Idol	Has Laughs	20	3/11/39
Sophomore Swing	Swell	20	1/14/39
Spare Parts		20	Not Rev.
Stardust	Very Clever	18	12/ 3/38
Sundae Serenade		20	Not Rev.
Swing Opera		20	Not Rev.
Toyland Casino	Great	22	10/ 8/38
Two Shadows		20	Not Rev.
Wardrobe Girl		20	Not Rev.
You're Next-To Closing		20	Not Rev.
Zero Girl	Good	20	8/20/38
COLOR PARADE (13)			
China Today	Interesting	11	10/ 8/38
For Your Convenience	Fair	10	7/ 8/39
Mechanix Illustrated	Interesting	10	11/26/38
Mechanix Illustrated #2	Interesting	10	1/14/39
Mechanix Illustrated #3	Interesting	10	3/ 4/39
Mechanix Illustrated #4	Interesting	10	6/ 3/39
Mechanix Illustrated #5		10	Not Rev.
Mechanix Illustrated #6		10	Not Rev.
Miracles of Sport	Very Good	10	8/27/38
Modern Methods	Interesting	10	8/12/39
Nature's Mimics	Interesting	10	12/17/38
Points On Pointers		10	Not Rev.
Roaming Cameramen No. 1	Interesting	11	3/25/39
FEATURETS (Tech.) (8)			
Bill of Rights	Excellent	20	8/26/39
Campus Cinderella	Very Good	18	9/17/38
Declaration of Independence	None Better	18	10/15/38
Lincoln in the White House	Outstanding	20	1/14/39
Quiet Please	Entertaining	20	6/ 3/39
Ride Cowboy Ride	Very Good	20	9/30/39
Sons of Liberty	Absolutely Tops	20	3/25/39
Swingtime In the Movies	Excellent	20	12/17/38
LOONEY TUNE CARTOONS (16)			
Chicken Jitters	Very Good	7	4/ 1 39
Daffy Doc	Lively	7	12/ 3/38
It's An Ill Wind		7	Not Rev.
Kristopher Kolumbus, Jr.		7	Not Rev.
Lone Stranger and Porky	Very Funny	7	3/11/39
Polar Pals	Fair	7	6/17/39
Porky and Teabiscuit	Amusing	7	5/27/39
Porky in Egypt		7	Not Rev.
Porky in Wackyland		7	Not Rev.
Porky's Movie Mystery	Cartoon Fun	7	3/ 4/39
Porky's Naughty Nephew	Average	7	10/15/38
Porky's Picnic		7	Not Rev.
Porky the Gob	Amusing	7	12/17/38
Porky's Tire Trouble		7	Not Rev.
Scout Trouble		7	Not Rev.
Wise Quack	Very Good	7	8/12/39
MELODY MASTERS (18)			
Dave Apollon (4706)	Fair	7	12/17/38
Dave Apollon and His Club Cassanova Orch.		7	Not Rev.
Blue Barron		10	Not Rev.
Larry Clinton (4701)		10	Not Rev.
Larry Clinton (4714)		10	Not Rev.
Eddie De Lange		10	Not Rev.
Jimmy Dorsey		9	Not Rev.
It's the McCoy	Sweet and Hot	10	5/20/39
Merle Kendrick	Excellent	10	10/ 8/38
Ray Kinney	Just Fair	10	9/17/38
Jerry Livingston		10	Not Rev.
Clyde Lucas	Snappy	10	1/14/39
Russ Morgan	Fair Swingcopation	10	3/ 4/39
Music With a Smile In Happy Felton Style	Lively and Peppy	10	7/23/38
Will Osborne	Rhythmic	10	8/ 5/39
Rita Rio		10	Not Rev.
Saturday Night Swing Club on the Air	Okay	10	4/ 1/39
Artie Shaw	For Jitterbugs	10	6/24/39
MERRIE MELODIES (26) (Tech.)			
Bars and Stripes Forever	Funny	7	7/22/39
Believe It Or Else	Clever Satire	7	6/ 3/39
Count Me Out	Fair	7	12/17/38
Daffy Duck and the Dinosaur	Excellent	7	3/25/39
Daffy Duck in Hollywood		7	Not Rev.
Dangerous Dan McFoo	A Lallapalooa	7	8/ 5/39
Day at the Zoo	Excellent	7	3/18/39
Detouring America	Hilarious	7	9/ 2/39
Dog Gone Modern	Funny	7	1/14/39
Feud There Was	Grab It	7	9/17/38
Goldrush Daze		7	Not Rev.
Ham-ateur Night		7	Not Rev.
Harum Scarum	Excellent	7	8/12/39
Hobo Gadget Band	Good	7	7/15/39
Johnny Smith and Poker-Huntas	Swell	7	12/17/38
Little Brother Rat	Swell	7	8/19/39
Little Pancho Vanilla	Clever	7	10/15/38
Mice Will Play		7	Not Rev.
Naughty But Mice	Cute	7	8/ 5/39
Night Watchman	Entertaining	7	11/26/38
Old Glory	Okay as Propaganda	7	7/ 8/39
Prest-o Change-o	Good	7	4/ 8/39
Robinhood Makes Good	Diverting	7	3/ 4/39
Sho Man's Land		7	Not Rev.
Thugs With Dirty Mugs		7	Not Rev.
You're An Education	Fair	7	12/ 3/38
TECHNICOLOR SPECIALS (6)			
Immortal Brush	Unusual	9	10/ 8/38
Master's Touch		10	Not Rev.
Pow Wow	Very Interesting	10	9/17/38
Romance In Color	Highbrow	10	8/19/39
TRUE ADVENTURES (13)			
Chained	Gripping	10	3/25/39
Defying Death	Thrilling	11	12/ 3/38
Haunted House	Exciting	12	6/17/39
High Peril	Good Suspense	12	3/ 4/39
Human Bomb	One of the Best	12	1/14/39
Identified	Excellent	12	9/24/38
Lives in Peril		12	Not Rev.
Minute From Death		12	Not Rev.

VITAPHONE-WARNER (Cont.)

	Comment	Running Time	Reviewed Issue Of
TRUE ADVENTURES (Cont.)			
Three Minute Fuse	Suspenseful	12	8/12/39
Toils of the Law		12	Not Rev.
Treacherous Water	Thrilling	12	12/17/38
Verge of Disaster		12	Not Rev.
Voodoo Fire	Satisfactory	12	5/20/39
VITAPHONE VARIETIES (12)			
Crawfords at Home		10	Not Rev.
Dean of the Pasteboards	Informative	10	5/20/39
Gadgeteers	Kind of Silly	10	12/17/38
Great Library Misery	Excellent	11	9/17/38
One Day Stand	Reminiscent	10	8/12/39
Right Way	Good Propaganda	10	7/ 8/39
Robbin' Good	Excellent	10	11/26/38
Ski Girl	Splendid	10	1/14/39
Table Manners	Good	10	9/17/38
Tax Trouble	Fair	10	3/18/39
Vaudeville Interlude		10	Not Rev.
Witness Trouble		10	Not Rev.

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BROADWAY BREVITIES (18) (Tech.)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One For the Book	Entertaining	20	12/30/39
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
World's Fair Junior	Just Fair	20	11/ 4/39
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Men Wanted		10	Not Rev.
New Horizons	Good	10	12/30/39
FEATURETS (Tech.) (8)			
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Royal Rodeo	Entertaining	15	11/25/39
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky		7	Not Rev.
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Carl Hoff		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
Busy Bakers		7	Not Rev.
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Good Egg		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
VITAPHONE VARIETIES (6)			
History Repeats Itself	Good	10	9/30/39
Organ Novelty	Fair	9	11/11/39
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

STATES RIGHTS

Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Gems of the Orient (Modern)	Interesting	10	3/25/39
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
New England Yesterday & Today (Jam Handy)	Very Good	19	4/ 1/39
North Sea (Lenauer)	Exciting	20	3/18/39
On the Trail of the Tarpoon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1938-39

	Number of Chapters	Reviewed Issue of
COLUMBIA		
Flying G-Men	15 Chaps.	2/ 4/39
Great Adventures of Wild Bill Hickok	15 Chaps.	7/23/38
Mandrake the Magician	12 Chaps.	5/13/39
Spider's Web	15 Chaps.	10/29/38
REPUBLIC		
Daredevils of the Red Circle	12 Chaps.	6/10/39
Dick Tracy Returns	15 Chaps.	8/ 6/38
Hawk of the Wilderness	12 Chaps.	11/26/38
Lone Ranger Returns	15 Chaps.	2/18/39
UNIVERSAL		
Buck Rogers	15 Chaps.	2/11/39
Oregon Trail	15 Chaps.	5/20/39
Red Barry	13 Chaps.	10/22/38
Scouts to the Rescue	12 Chaps.	12/10/38

1939-40

COLUMBIA			
The Shadow		15 Chaps.	1/13/40

SERIALS 1939-40 (Cont.)

	Number of Chapters	Reviewed Issue of
SERIALS 1939-40 (Cont.)		
REPUBLIC		
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39

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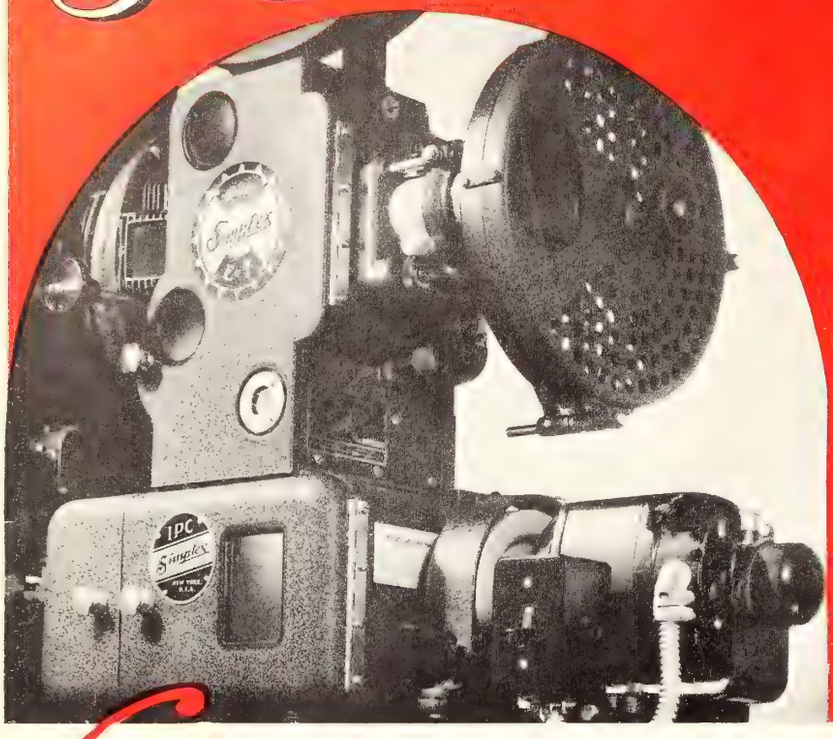
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